Crawley Commentary

Crawley Films, Ltd.

Edited by Graeme Fraser

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1980 (complete)
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H 705-5.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

Vol 1 No 1 May 1st, 1947

This is the first issue of the Crawley Commentary - brief newsletter designed to bring regularly, to a selected list of leading executives in business and industry, film items of interest from the capitol.

Whether you are in Sales, Personnel, Production, Training or Public Relations, we think you'll want to keep posted on this rapidly-growing industry. For films are the modern medium for marketing - whether you're selling products or policies.

We hope you find this newletter helpful - and we invite your comment and enquiries.

. . . .

SALES STIMULATOR

Enthusiastic comment continues to pour in regarding our series of eight Sales Training Films. Designed to awaken and heighten "customer awareness" in sales personnel, these sound films - accompanied by a 70-page manual for the Sales Training Director - are available in colour or black and white.

Leading independent stores across the country, as well as top-rank organizatio such as the T. Eaton Company, and the Hudson's Bay Company, are already using this modern, effective medium in their sales refresher courses.

The success of the series has led other employers to plan specialized training film programmes with us.

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QUOTE OF THE MONTH

The review, "Cinematrographie Francaise", ran the following comment on the Crawley Film, "Pays de Mon Coeur", French version of "Four Seasons", when the film was screened at the World Film Festival in Cannes, France.

"PAYS DE MON COEUR - 30 min.

Etude sur les quatre saisons dans le Parc National de la vallee de la Gatineau au Canada. Commente en ce francais du nouveau monde si emouvant et si doux. Film en couleurs de 16mm. Les forets, lacs et horizons candaiens sont admirable et des images emane un appel presque irresistible."

. . . .

Scout Shouts

Smoke signals can help a scout attract attention when lost in the woods - but what about a scout who wants to say "Farewell - and Thanks" to all Canada? Lord Rowallen, world chief scout, after a recent tour from coast to coast, wanted to express his appreciation to Boy Scouts and Cubs across Canada. So a Crawley Film crew recorded his speech in Montreal - and the Dominion Headquarters of the Boy Scouts Association have distributed prints of the film to the various provincial scout headquarters.

. . . .

Highlights Health Help

"Peace of Mind", the story of the Blue Cross Plan for hospital care, has just been released from our studios. The film, which includes several sequences from the Ottawa Civic Hospital, graphically portrays the need for - and the answer to - a plan for hospital care. Impressed by the presentation, the National Film Board has scheduled the film for its Ontario circuits, where over 100,000 people wil see it in the first four months alone. Screenings have also been arranged for industrial concerns, service clubs, and community organizations.

. . . .

Staff Still growing

George Gorman, recently of the R.C.A.F., has joined the staff of Crawley Films Limited as an associate producer. George has a long theatrical background of summer stock in Canada and the United States.

. . . .

Trailer Tip

We have just produced, in response to many requests, something new in the way of a "God Save the King" trailer. Visuals feature the royal coat of arms, the Union Jack and the Red Ensign - music recorded by the International Radio Orchestra of London, England. 16mm prints, in colour or black and white, may be obtained through Arrow Films Limited, Toronto and Montreal.

. . . .

Prairie Passage

The writer returned just a few weeks ago from a trip to the West Coast and found the Prairies slowly recovering from the shock of several startlingly severe snow storms. (Edmonton was 36 degrees below the day I passed through - but I found Crawley Films still getting a warm welcome!) Right through to the coast I found the Regional Offices of the National Film Board keenly aware of the film needs in their provinces - and I would like to thank them here for their very considerate co-operation. The West wants industrial films - one more reason why a Crawley camera crew strikes westward next month.

See you in the movies.

Graeme Fraser,

Sales Manager
CRAWLEY FILMS LIMITED

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

Vol. I No. 2 June 11th, 1947.

"Will busy executives find time to read another Newsletter - even though it's one about something as modern as movie-making?"

We wondered about that one for a while. Because we'd found that in the Sales and Industrial fields executives were busier than ever. Moments represented a precious investment.

But - every alert Management Man to whom we talked demonstrated a keen interest in the possibilities of films - for selling programmes, products, and policies. They all wanted to know more about this fast-growing Canadian industry.

And so, we decided to put out the Crawley Commentary - a brief bulletin of selected film items about the Capital's only independent film producers.

And now we know the answer. Busy executives make time for reading the Crawley Commentary - because it discusses the most effective sales tool of our day. We're glad we took the plunge - and we want to thank those who've taken time to send us encouraging comment.

....

"Woodmen, Shear that Tree"

Even a tree doesn't like to be ripped limb from limb, unless a woodman knows his technique. And with the current paper crisis, it's important to hit a high level of production on the pulpwood front. That's why the Woodlands section of the Canadian Pulp and Paper Association decided recently to make their first training film on the proper methods of cutting, bucking and piling of pulpwood. Seven leading Canadian film producers submitted competitive briefs on the subject - and now we'll belumbering off next month to do the shooting at the Price Brothers lumber camps at Chicoutimi, Quebec. The film will be two reels of colour, in both French and English.

....

Man With a Mission

President F.R. Crawley is in Montreal completing plans for a safe driving film to be shot in both French and English, for clients of Cockfield, Brown and Company.

Famous Faces In Our Films

Gorgeous Barbara Anne Scott was flashing her famous smile in our studios last month - which brought to mind that last year other notables who faced the

Crawley camera included Field Marshall Montgomery, Lord Rowallen, and General H.D.G. Crerar.

Quote of the Month

(The following quote is from a letter addressed to Government Film Commissioner, Ross McLean, by the Exectuive Director, of the Canadian Welfare Council.)

'Dear Mr. McLean:

'I have waited to get reactions from some of the principal cities to the twenty minute documentary film on Canadian social work, "WHO IS MY NEIGHBOUR?" before writing you. The film has now been shown before broadly representative and large groups at the annual meetings of the Community Chest of Greater Winnipeg, the Welfare Federation of Montreal and the Toronto Welfare Council. In all three cities the acceptance of the picture has been unqualified and the praise has been almost lavish. The Montreal people, for instance, say: "We do not think a better film could be found for the purpose." Winnipeg says: "We have had nothing but praise for the film from every side. There were congratulations from Children's Aid Society workers, the head of our Family Bureau people, our canvassers and the Mayor of Winnipeg." The Executive Director of the Toronto Welfare Council said: "It is simply excellent."

...'As you doubtless know, (this film) is a first. No previous attempt has ever been made to tell the story through motion pictures of the development of Canadian social work.

'The Crawley Studios did everything possible to produce a picture, which, not only conveys the basic concepts of social work, but also some of the more subtle aspects which are so difficult to portray. We found them at all times completely co-operative and, above all, intelligent and sympathetic to the whole project.

Sincerely yours,
(Signed) R.E.G. Davis,
Executive Director
CANADIAN WELFARE COUNCIL*

*Produced by us for the National Film Board

……

American Ambler

Just back from several weeks in New York City, arranging the disposition of American rights to several of our general films. Leading film distributors and agency executives compared our productions very favourably with U.S. industrial films - and pointed out that our budgets were only half American equivalents. The Crawley cartoon "Coal Gas" was especially well received. We expect to make a good many motion piictures for American sponsors during the next few years.

But a great Canadian potential remains as yet untouched. Ahead of Canada and Canadians lie problems, yes, but also a new era of expansion and well-being. And in that period of industrial awakening - that has indeed already begun - we believe individual, quality films will play a vital role.

Sincerely,

Graeme Fraser,

Sales Manager,
CRAWLEY FILMS LIMITED.

H-705-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOL I No. 3 August 15th, 1947.

Brief Biography

Once upon a time-that's the way all our favourite stories once began. It's the way we're tempted to start this brief history of Crawley Films, too - for like the best stories it has romance, adventure, and surprise.

Our company grew, like so many Canadian enterprises, out of a hobby. Thirteen years ago, our President, F.R. "Budge" Crawley, was - as he still is - a partner in the firm of chartered accountants, Arthur A. Crawley and Company. His hobby was then - as it still is - moviemaking. Indeed, he and hsi wife shot a twenty minute colour film,"L'Isle d'Orleans" on their honeymoon! In New York, in the world compteition, this film won top honours - the Hiram Percy Maxim award for the best amateur film of the year. Our honeymooners, incidentaily were the first - and only - Canadians ever to win this honour.

By and by, more and more people began coming to Crawleys for film help; and soon Budge Crawley was shooting industrial pictures - on products, processes, and human interest stories - the stuff from which public relations is made. Finally he decided to end his active participation in public accounting - and he set up sound and recording studios in Ottawa's west end. Bit by bit Budge has built up a carefully selected staff - script writers, cameramen, artists, sound engineers, film editors, and administrative personnel. We now have a full time staff of twenty-two, plus numerous free-lance actors, actresses, commentators, etc.

Today in the Crawley studios fourteen sound and colour films are in production - and in every province of the Dominion, Crawley camera crews have been on location. One man's hobby has become a nation-wide enterprise.

Oh yes, Mrs. Crawley - now bringing up three active youngsters - still has time for her film interests. A national director of the National Film Society, she is at present producing a new colour filmfor the Canadian Rheumatism Society.

Movies of Marian Congress

Supplying professional 16mm sound projection for meetings in the Capital has become almost routine - but the gigantic Marian Congress provided new problems. Our assignment was to project as part of the huge, open air pageant, a sound film specially produced for the Congress.

So that the crowd of 75,000 in the ampitheatre at Lansdowne Park might have a clear view, we designed whay may have been the world's largest motion picture screen - 68' by 59'. Then, when our engineers, headed by Rod Sparks, has erected it 70' in the air on a framework of steel girders, they sank a projection booth five feetinto the ground, nearly 300 feet from the screen.

twin 35mm high intensity arc projectors, equipped with special lenses and an amplification system, helped bring the film within sight and hearing of all.

Incidentally, Crawley cameras captured many scenes from the colorful Congress. Sponsored by General Motors Products of Canada, the film is now being prepared for release in French and English.

* * * * * * * * * *

Staff Records Sparks' Radioration

Cecily Sparks, our ace script writer, celebrated the beginning of her eighth year with us by being interviewed on the radio program, "Women at Work". Our sound engineers recorded the broadcast, and played it until Cecily fled to Chicago, where she is now scripting a film we have scheduled for fall production in that city.

* * * * * * * * * * * *

Recent Release

Last month we released "Houses in Jigtime", a colour picture made for Central Mortgage and Housing Corporation, showing houses assembled on the spot by production-line methods. Maybe there's hope for home hunters after all.

And on July 25th, C.M.H.C. previewed in the Avon Theatre, at Stratford, the new Crawley colour film on town planning, "Tale of New Cities". A fantasy combining live action and animation, this half-hour picture points out the answer to today's pressing problem of community living.

Last summer Grant Crabtree, head of our camera department, shot three-sound-colour films for the National Parks Branch of the Department of Mines and Resources. They give a vivid protrayal of the breath-taking beauty that abounds in Canada's western mountain parks. Entitled, "Rocky Mountain Trout", "Family Outing", and "You'll Take the Highroad", the films are being distributed by the National Film Board. After seeing them, N.F.B. commissioned us to shoot three more this summer - in the Georgian Bay region and in Cape Breton and Prince Edward Island. The pictures are designed to make both Canadians and Americans aware of the Scenic grandeur that enriches a vacation spent in Canada's National Parks.

Till September,

Sincerely Yours,

Graeme Fraser.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada.

October 10th, 1947.

Vol. 1 No. 4

Ever wonder what a film production schedule looked like?
Then you'll be interested in our

CURRENT PRODUCTION SCHEDULE

FILM	SPONSOR	STATUS
Pulpwood Cutting	Canadian Pulp & Paper Association	Editing
"Deans of the Dial"	Radio Station CFRA	Awaiting Release
"Arthritis Treatment"	Canadian Rheumatism Association	" "
"Men of Lunenberg")	(National Film Board	" "
"The Acadians")	(Province of Nova Scotia	" "
"Gaels of Cape Breton")	(Canadian Geographical Society	" "
Marian Congress	General Motors of Canada (MacLaren's)	" "
Safe Driving	Cockfield, Brown & Co.	" "
"Land Beyond the Peace"	Fort St. John, B.C.	Sounding
Georgian Bay Park	National Parks Branch	Editing
Cape Breton Park	National Parks Branch	Shooting
P.E.I. Park	National Parks Branch	Editing
"Story of St. Nick"	Studio	Shooting
Hooked Rugs of Cheticamp	Studio	Editing
"The Loon's Necklace"	Studio	Suspension
Bakery	Morrison-Lamothe Ltd.	Suspension
Coach Film	Hasler Films, Chicago	Scripting
Integrated Housing	Central Mortgage & Housing Corporation	Shooting
"Close that Sale"	International Film Bureau, Chicago	Scripting
"Knowledge of Merchandisise"	International Film Bureau, Chicago	Scripting

# All films are in sound and all, save the first, are in colour.

Brief Biography (Con't)

Several clients have expressed curiosity about our quarters. We hope you will visit us next time you are in Ottawa -- why not drop us a line in advance? In the meantime, a brief description. On the first floor, 18' high, stands the main studio, 50' x 35'. The sound room next door contains the mixing panel and double turntable system, soundproof commentator's booth, fireproof projection booth with 35mm and 16mm arc projection equipment. Nearby is the main office. Upstairs--another office and an editing room. Downstairs are gathered the large art department, animation studio, slide film department, darkroom, two more editing rooms, electronically-equipped service department, storage room, staff kitchen, and clients' screening room with projection booth--a complete, compact set-up. Then, to accommodate our growing staff, we recently opened a fourth scripting and editing studio a few blocks away on Wellington Street. Next month, a large storage room for flats and props will be built off the main studio.

Industrial producers and provincial agencies from all across the country send us their films for sound recording, editing and the addition of animation sequences. Some of the interesting pictures we have thus treated recently are "Through the North West Passage" and "Dogs Go to School" for the R.C.M.P.; "Report on Japan" for the Church of England; "North North-West" for Arrow Films; and "Land Beyond the Peace" for the city of Fort John, B.C.

Our new Maurer sound equipment, installed last month, gives us the most modern set-up in Canada for direct 16mm recording, and releases our older Maurer equipment for mobile synchronized sound recording. We have just had delivery of an additional 35mm camera, and a new Maurer 16. And in response to several requests, yes, we do sell 16mm sound projectors and screens and we have both in stock for immediate delivery.

. . . .

Recently, we came across an excellent leaflet put out by DeVry, "Production Pointers on Promotion Films". Knowing that anyone interested in promotion films would find it of interest, we procured a number of copies and will be glad to send one to you. Just drop us a card for your copy. Also available for the asking is the folder "CRAWLEY FILMS", and for cameramen and producers, our "PROFESSIONAL PRICE LIST".

Whether or not you wish copies of the above leaflets, please write us if we can help you or your clients with a film program.

We have proved that top quality motion pictures need not cost a fortune, and we would like to discuss the advantages of sound-colour productions with you.

Sincerely yours,

Graeme Fraser
Sales Manager
Crawley Films Limited

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada

Volume 1, No. 5 December 5, 1947.

Our apologies to the Canadian Pulp and Paper Association for listing their film "It Pays To Be Trained" as a black and white production in Crawley Commentary No. 4. This film is in full colour and in both English and French. Member companies of the C.P.P.A. plan to use it to train their woodsmen in the correct methods of cutting, bucking and piling pulpwood.

RUGBY RUSHES

Ottawa football coaches enlisted the aid of Crawley's in working out a new local training technique this fall. Rough Riders and Trojans home games were shot in colour with telephoto lenses from the press box on the grandstand roof. Canadian Kodak co-operated with rush processing and each Thursday the team studied slow-motion versions of the preceding Saturday's games.

The players, we hear, often took a dim view of the ruthless reporting in the films.

The coaches suggest that the movies - used for analysis and scouting - helped Trojans and Riders place first and second in their respective leagues.

The question that secretly troubles us is - did Argos use films?

MORE MEDIA MEN CALL CRAWLEY'S

When new methods of capturing interest, and conveying convincing messages hit the market - you can bet that alert ad men will use them. (Indeed, probably an account executive will suggest the new medium in the first instance).

That's why it's no surprise to see the mounting percentage of our sales through advertising agencies. Two years ago all our films were being produced directly for sponsors. One year ago about 10% of our films were placed through agencies! At present nearly 30% of our business comes through agencies! We feel gratified at this endorsation of our production by a group of men who know that the essential test of a medium is "Does it get results - consistently?"

Incidentally, some Canadian agencies, realizing the potentialities of this new medium, have already created their own motion picture departments.

. . . .

We hope to stay in front of our industry by working closely with account executives to produce attractive, original scripts, with top quality colour and sound on reasonable, businesslike budgets.

INFANT INNOVATIONS

Not so long ago we overheard a bookstore clerk analysing the tragedy of a feminine friend.

"The trouble with Audrey", he confided loudly, "is that she was born to the wrong parents!"

Many modern psychologists agree that the trouble with most children is their parents. We'll sit that one out on the fence - being parents ourselves - but we have recently formed a new unit within Crawley Films to produce a film series on Parent Education. Directing the new unit is Judith Crawley, mother of three children and for nine years a film producer. Judith is presently a director of the Canadian Committee on Children, the Ottawa Nursery School Association, and the National Film Society.

Assisting her are Mrs. S.A. McKay-Smith, 1947 graduate of the Parents Institution Course at Vassar, and Miss Lynn Hull, former kindergarten teacher and dramatic instructress.

Their first film "Know Your Baby" has just been completed and the National Department of Health and Welfare promptly purchased the rights to it. It was one of the five films chosen from more than fifty from all over the world to be screened at the Health Section of the World Film Festival in Chicago on October 18, 1947.

The unit has already begun production of a second film on feeding problems.

CRAWLEY'S AND THE CURRENCY CRISIS

As this edition went to press, the Government announced the restrictions designed to halt the flow of dollars southward.

The Abbott announcement made us think a little over a sale we'd just completed. Store executives from all across the United States have been inquiring about the Crawley Sales Training Film series. American distribution rights to this series of eight colour films have now been purchased by the International Film Bureau of Chicago.

One result of this sale is that U.S. department stores will now have available a film sales training program - created and produced in Canada.

Another result is that American dollars will flow northward, helping to ease slightly the dollar shortage here.

Of course, in terms of Canada's needs, the results of that one sale are small indeed. But, as in every export sale, certain favourable factors appeared.

1 - Canadian ideas were used and paid for - here.
2 - Canadian talent - writing, scripting, editing, acting, shooting, sounding, etc. - was used and paid for here. Instead of talent travelling south, only the product of that talent went.
3 - Dollars flowed in the direction Canada needs them.

As we said, one sale doesn't considerably alter the Canadian currency scene. But we wondered if it wasn't indicative.

Maybe, instead of more regulations, what we need is more production - and better marketing.

Sincerely,

Graeme Fraser

B. Graeme Fraser.

P.S. We thought you might be interested in the enclosed copy of a Crawley Close-Up reprinted through the kind permission of the Ottawa Journal.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Producing Films in Sound and Colour   19 Fairmont Avenue, Ottawa, Canada

Vol. 11 No. 1   January 26th, 1948

HAPPY NEW YEAR!

May 1948 for you be rich in accomplishment and in friendships, and blessed with serene good health. May you greet each dawn with zest and anticipation and at night review the day without regret. May you find your work a challenge but not a strain, and your recreation a source of refreshment not of exhaustion.

And may you enjoy what is for executives the great, rare freedom - Freedom from Worry.

- - -

Not Resolutions, But Retrospection

Someone once said that we would all face life more confidently if our faith were more a matter of recollection than of peering forward, of reviewing obstacles overcome rather than a reckoning of hazards yet to be. And so, as we cross the threshold of the New Year, we would like you to look back with us on some of our career highlights in 1947.

Twenty-three motion pictures completed - all in colour and sound.

Ten new production staff members taken on and trained.

Numerous films sounded, edited and titled for eleven smaller producers.

The latest Maurer sound and camera equipment received.

Construction commenced of a new wing for our building.

Sales of sound projectors, tape recorders and editing equipment reached a new high.

"Crawley Commentary", conceived and launched - now reaches 1,000 executives across the country.

. . . .

Begun a few short years ago as one man's hobby, Crawley Films Limited is now firmly established as a very real aid to industry, government, education and the church.

Message of the Month

Our thanks to Mr. Field who has kindly given us permission to reproduce his letter below.

December 17, 1947.

Dear Mr. Fraser,

As producers of "Tale of New Cities", our film on Community Planning in Canada, your Company will be interested I know, to learn that, upon release, it was an immediate success. Distribution has been effected through the National Film Society and requests for prints are being received constantly from groups, not only in Canada but as far afield as New Zealand.

We of Central Mortgage and Housing Corporation are eminently pleased with the film you scripted and produced, more particularly in view of the complimentary comments we are receiving. For instance, one motion picture authority in Vancouver calls "Tale of New Cities" "one of the best educational films ever made in Canada". Similarly, when I screened a print for the National Association of Housing Officials in New York City last month, film experts who were present were loud in their praise.

All this, of course, is very gratifying to the Corporation and to myself and we look forward to seeing in final form the two new films you are now producing for us.

With kind personal regards, I am

Sincerely yours,

(sgd.) F.F. Field, Supervisor
Information Division
CENTRAL MORTGAGE AND HOUSING CORPORATION

Town planning can make such a contribution to community welfare that we consider this series of films among the most significant we have ever had the pleasure of producing. Because each of us is affected by our community environment, we think you will be interested in the enclosed leaflet describing these films.

. . . .

Recent issues of Crawley Commentary have included paragraphs on our building, our facilities, our history and our present production schedule. Several of our readers have inquired about our personnel - who are they? What are their specific assignments and responsibilities? So the next issue of Crawley Commentary carries a list of departments and permanent staff members.

Till February then,

Sincerely yours,

Graeme Fraser

Sales Manager
Crawley Films Limited

H-705-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOL II No. 2

SPONSORED FILM SURVEY

March 11th, 1948.

In Canada 160 community 16mm film libraries now serve thousands of organizations in every province who regularly use films in their program. All of these libraries are anxious to obtain good sponsored films on many subjects and the librarians are the people who really know films.

Last month an independent market research organization, Elliott-Haynes Limited, conducted a survey of these libraries and learned some interesting facts.

To the question, "Which Canadian film producer (outside of the National Film Board) do you believe to be now making the best non-theatrical films?" these librarians replied as follows -

Crawley Films Limited	46%
A Montreal Studio	33%
A Vancouver Studio	8½%
A Regina Studio	4%
A Montreal Studio	4½%
A Toronto Studio	4%

100% of the librarians were interested in having sponsored films placed in their library and they gave the ideal length of such a film as 19 minutes. 91% said that colour was very much better than black and white; the remaining 9% felt it was slightly better. On the average, a sponsored film placed with each library would be shown 42 times a year, each time to an audience of 67 people.

Themost frequent suggestions as to quality and content were that advertising shou be indirect and kept to a minimum and that films should be basically educational and of general interest.

In response to the question as to whether the libraries would handle good sponsored films on a basis of free distribtuion to organizations with a 50¢ booking charge to be paid by the sponsor, 88% said "Yes" while 8% said "Yes, but do not want the booking charge, thank you."

Suggestions as to film subjects most frequently requested were surprising. Industry and manufacturing processes was suggested by twice as many libraries as any other subject. Tied for second place came Travel and Scenics, and Primary Production. Third was Arts and Crafts, the Sports and Safety was fifth.

LETTER OF THE MONTH

Dear Mr. Fraser:

I congratulate Crawley Films Ltd. on maing a film, KNOW YOUR BABY, which has achieved the rare distinction of a two-page spread with twelve pictures in the magazine section of the New York Times (circulation over a million). As Chairman of the "Films of the World" Festival, I was glad to see KNOW YOUR Baby not only selected out of seventy films for public showing, but also to see it voted honors by the public audience which attended the showings of biological films..If Crawley Films Ltd. continues to produce films of the quality of KNOW YOUR BABY and PORTAGE, I am sure your organization will grow and prosper.

Sincerely Yours,

(Signed) Wesley Green, President,
International Film Bureau, Inc., Chicago, Ill.

CURTAIN CALL

In response to many requests we introduce our staff.

Administration

F.R. Crawley.............President
Graeme Fraser............Sales Manager
Earl Valley..............Equipment Sales
Russell McCoshen.........Office Manager
Constance Hoddinott......Secretary
Maxine Azulay............Secretary

Production

Gerald Kedey............Production Co-ordinator and Musical Director
Judith Crawley..........Producer
George Gorman...........Producer
Cecily Sparks...........Script Writer
S.A. Bushell............Production Assistant
Peter Cock..............Production Assistant
Wanda Nowakowski........Film Editor
Lynn Hull...............Film Editor

Camera

Grant Crabtree..........Director of Phtotgraphy
Thomas Glynn............Chief Cameraman
Stanley Brede...........Cameraman
Edward Hall.............Animation Cameraman
Garry Coxall............Photographer

Art

Graham Crabtree.........Art Director
Dorothy Munro...........Artist
Hayda Davies............Artist

Sound and Service

Rod Sparks..............Chief Engineer
Robert Sturgeon.........Engineer
Thomas Egan.............Serviceman
John Clark..............Building Superintendent

In addition a host of free lance actors, actresses, commentators, carpenters, artists and musicians often work with us on specific films.

The staff is growing on a sure foundation of steady advancement. Some have been with Crawley Films for many years. The majority are veterans. All are Canadians, gathered from East and West to make up a smoothly co-ordinated team for the production of films for Canadian industry and education.

In a few short years this business has grown from one man's hobby into a nation-wide enterprise. We regard it as an example of free enterprise in action.

Faithfully yours,

Graeme Fraser.

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada.

Vol. 11, No. 3 CRAWLEY COMMENTARY April 19, 1948.

This is the first anniversary of the Crawley Commentary - a brief newsletter which regularly brings items of film news to a selected list of over one thousand leading executives in business, industry and education.

We have been very encouraged by the many kind letters you have written commenting on various items. With this issue is enclosed a postal reply card. We hope you will find time to complete it and drop it in the mail. Your suggestions will be a welcome aid to us in improving the readability of future issues.

Star Selection

A striking indication of the interest in Canadian film production was the result of advertisements asking for acting talent which we last month inserted in the Ottawa papers. Over 500 replies flooded into Peter Cock, our Casting Director. All 500 applicants, ranging from 3 to 71 years and many with extensive film, stage and radio experience, have now been interviewed. At the same time permanent photographic and voice tests of each were made. The sea of alert, expectant faces has now ebbed away, leaving us with greatly expanded records. With the new information added to our former files, Crawley's now probably possess Canada's largest motion picture casting file.

Regional Representation

Two months ago these pages carried a report of a survey conducted among the film librarians of Canada by Elliott-Haynes Limited, the national market research organization. So impressed was this firm when the librarians rated Crawley's as making the best films of any commercial producer in Canada, that they asked to represent us in Toronto, Hamilton, Kitchener and Waterloo. Executive members of Elliott-Haynes have been studying sponsored film production techniques at our Ottawa studios this month and our many clients and prospective clients in the Toronto area can now discuss production direct with Elliott-Haynes (Photo

Facts Division), 515 Broadview Avenue, Toronto. Phone them today at Gerrard 1144 to see samples of our recent films for business and industry.

Literary Lilt

Hats off to Henry Clay Gibson for his new book, "Films in Business and Industry" (McGraw-Hill, New York). Comprehensive, yet simply written, the book is a must for advertising and sales executives who are concerned with films. We were also impressed with the Royal Bank of Canada's February Newsletter, "Movies in Education and Industry".

Sponsored Screenings

To provide facilities for the screening of industrial and informational films, several large Canadian theatres have added 16mm projectors to their regular 35mm. Recently we sold and installed permanent 16mm carbon arc projection equipment in the capital's Elgin Dual Theatre and during the daytime the theatre can now be rented for the screening of sponsored films.

The first use of the new equipment was the premiere of AD JESUM PER MARIAM, the half-hour colour film produced by Crawley Films for General Motors of Canada. Over one thousand clergy crowded into the theatre to see the French and English versions, and to hear the Most Rev. Alexander Vachon introduce the films. His Excellency warmly complimented the producers on the way the film caught the spirit of the gigantic Marian Congress.

Items of Interest

Canadian film production "Oscars" will soon be up for competition ..... prints of MARIAN CONGRESS have been sent to the Vatican ..... the Government of Newfoundland have purchased the Crawley Sales Training Film Series ..... N.F.B. tell us that a print of our BIRDS OF CANADA has been sent to the Grand Llama of Tibet ..... no fooling ..... now finishing our sixth film for the National Parks Branch ..... and starting our fourth for Central Mortgage and Housing Corporation ..... just completed our fifth for the Canadian Geographical Society ..... clients do seem to come back, don't they? ..... please do not forget to mail that reply card .....

Au revoir,

Graeme Fraser

Sales Manager,
Crawley Films Limited.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada.

Vol. II, No. 4 June 10, 1948.

Last month we were amazed and gratified to learn, from the large percentage of reply cards returned, that our newsletter has such high readership. We take this opportunity of thanking the many busy executives who took the time to complete the cards and to send us many constructive suggestions.

Numerous readers requested simple technical information on films, so, beginning with this issue, we are including one such item in each letter. Future issues will deal with the distribution of sponsored films, types of films and their uses, industrial animated cartoons, how to keep motion picture costs down and any other subjects which you may request from time to time. If you have any film problems, drop us a line and we'll do our best to provide the answers.

. . . .

Appointment Announced

F. R. Crawley announces the appointment of Mr. Stewart Reburn as Toronto District Sales Manager. He will direct operations from 515 Broadview Avenue, the Toronto offices of Elliott-Haynes Limited, exclusive sales representatives of Crawley Films in the Toronto-Hamilton area. Mr. Reburn was formerly account executive with Shelly Films Limited.

Mr. Reburn twice represented Canada in Olympic ice skating. For two seasons he starred as Sonja Henie's skating partner on road tours throughout the United States and appeared with her in a Twentieth Century-Fox feature film. He spent some time studying motion picture techniques in Hollywood and served with the 48th Highlanders in Sicily and Italy. His extensive film experience in the United States and Canada will be of value to our clients in the Toronto area.

Television Tales

Sponsor Magazine points out that already 60% of all commercial programs on the visual air carry their advertising on film. Most agency TV executives are pro-film though they all admit certain spots on sports casts require live selling rather than film - during timeouts and penalties, for example, because of their uncertain length. While it is now the general feeling that it will be cheaper to film commercials than do them live, that is not the only reason for the pro-film feeling. Most TV directors suffer the "tortures of the damned" during every live product demonstration on the air. They recall the Gillette razor that jammed in the middle of the commercial - and the visitor who spoke of Lipton's tea all through the Tenderleaf Tea presentation. That can't happen with film.

Canadian sponsors and agency executives will be glad to know that Crawley producers and technicians are keeping fully abreast of TV advances in the United States. We will be ready with a Films-for-Television Department as soon as the new industry breaks in Canada.

Film Forms

The three common film sizes are the amateur 8mm, the theatrical 35mm, and the 16mm now used for nearly all industrial and business films. The 16mm offer three main advantages in this field: 1. It is still very difficult to get any adequate 35mm theatrical coverage with a sponsored film, wherees 16mm prints can be shown anywhere on comparatively inexpensive projection equipment. 2. They can be widely distributed through the network of over 200 Canadian film libraries and film councils. 3. A 16mm print of a subject costs only one-third of a print in 35mm.

A one-reel (400 feet 16mm, 1,000 feet 35mm) sound film has an approximate running time of eleven minutes. The one-reeler and the two-reeler (20 minutes) are the most common in industrial films although some films run for thirty and a few as long as forty-five minutes.

Most Canadian industrial films are now produced in colour. We calculate that, on the average, colour production costs only about 15% more than black and white. Prints in colour, however, cost 2½ times more.

Most industrial films are shot in silent form but at a constant sound speed of 24 frames per second (the old fashioned silent film runs at 16 frames per second). The commentator's voice and the musical background are added later. This procedure is called "voice over" production. However, many modern films are more effectively recorded with the direct dialogue which the public is used to hearing in theatres. Almost half of Crawley films now include synchronized dialogue, and many also have animated sequences.

Items of Interest

A recent survey by the American Association of National Advertisers shows that over 70 percent of their members use films . . . others are contemplating production . . . Straws-in-the-wind Department . . . of the 47 colour films listed in the 1948 catalogue of the Ontario Department of Education, 9 were shot by Crawley Films . . . Canadian Index, published by the Canadian Library Association, lists 35 non-theatrical films produced to date this year . . . 26 are by the National Film Board, the remaining 9 by Crawley Films, called editorially by the Index "probably the two largest producers in Canada" . . . apologies for lateness of this issue . . . I was carted away for a rush appendectomy and am only now getting around again . . . which is why there is no appendix to this letter.

Faithfully yours,

Graeme Fraser

Sales Manager.

H 105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

Vol. II, No. 5 July 24, 1948.

Recently we were asked what particular advantages films have over other advertising media. We think there are three. First, your audience is visible and countable. Second, while other media constantly compete one against the other, a film will get you attention without competition. And third, we present an idea which may be new to you.

The motion picture, commanding the attention of the individual for upwards of ten minutes, holds a unique position among the media available to the producer-advertiser. Magazines, newspapers, billboards, even radio commercials can hope for little more than ten seconds to a minute of the prospect's time. And rightly that space and time has been devoted to statement and reiteration of the peculiar virtues of the product. The producer-advertiser himself, cannot, in fact, reason with the prospect at all. Careful and expensive though his advertising may be, it perforce stops short of the convincing twist which only frank discussion and reasoning can provide. It stops short of the sale.

For years the conclusive twist to any advertising campaign has been in the hands of the individual sales clerk. The reasoning and discussion which sell the thinking prospect are left to the salesman whose ability may or may not be up to the standard of pre-contact advertising. But, in the motion picture, the producer-advertiser can for the first time discuss, with carefully planned and balanced reasoning, all the pros and cons of his product in its field. In film he can set up the usual sales-resisting factors and knock them down. He can, in fact, reach the doubting Thomases and the hide-bound ad-immune conservatives for the first time. But most important, he can tackle the intelligent and cautious prospect and talk to him straight from the shoulder, and sell his product.

Message of the Month

We are grateful for permission to reprint the following letter from the PLAN FOR HOSPITAL CARE, sponsored by the Ontario Hospital Association, Inc.

June 28, 1948.

"Dear Mr. Fraser:

We would like to tell you how much our motion picture "Peace of Mind" has meant to our public relations programme. The quality of the work you put into this picture is highly commendable. Colour, sound, photography and direction were blended with a first class script to make an agent for telling our story of which Blue Cross is justly proud.

In comparison with the original financial outlay for production and distribution to an audience, thus far, of over 115,000 people, the cost per viewer is negligible. As the film is shown to many thousands more this cost will not only be reduced but the Blue Cross story in picture and sound will leave an indelible impression in many minds. We have become even firmer believers in visual education than ever before.

The courtesy, service and co-operation received from Crawley Films Limited was greatly appreciated and it is our belief that any organization with a story to tell can do no better than tell it in picture and sound.

Sincerely yours,

D.W. Ogilvie,
Deputy Director."

Commercial Colour

Twenty eight of our last thirty films were colour. This swing to colour in 16mm industrial films is a recognition of the great superiority of colourful visualization and of the negligible increase in cost involved. Colour adds only 10 to 15 per cent to a balck and white film budget. Only if the need of a great number of prints of the completed production is anticipated will the cost be further increased, for a colour print costs some 2½ times more than a balck and white.

The quality of colour film available has kept pace with the demand. All our colour productions are now being photographed on Commercial Kodachrome. Introduced about 18 months ago, this film is desinged for use by the commercial film producer who wants the peak of brilliance and clarity in the print, in contrast to the amateur who wants the top performance in the original. Commercial Kodachrome provides a low-contrast original from which high quality prints may be made. The colour balance makes the original film unsuitable for screening but release prints from it have a softness previously unobtainable and a colour rendering superior in every way. Some film speed has been sacrificed to secure softness, but this is no handicap to the professional producer with an adequate supply of powerful lighting equipment. Perhaps the greatest single feature of Commercial Kodachrome is the accuracy with which it reproduces the delicate shadings of the human skin. From the transparent pastels of the matriarch's cheek to the subtle blushing of the lovely bride the colour integrity is complete.

Items of Interest.

It was a rare privelige to play host to 110 film librarians from all across the country attending recent sessions of the Canadian Library Association...they are the key figures in non-theatrical film distribution...National Film Society's new catalogue is off the press at fifty cents...Association of National Advertisers Film Committee have published a new pamphlet, "Check List for Producer and Sponsor Responsibilities in the Production of Motion Pictures"... copies may be obtained in Canada from Marketing...next month we'll be dealing with the subject of types of films and their budgets...at this writing we have eleven different films in various stages of production..Should we soon be starting one for you?

Cheerily yours,

Graeme Fraser,

Sales Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada

Vol. II, No. 6 September 7, 1948.

FILM FINANCE

How much do films cost anyway?

So many factors influence the budgets of films, that it is not wise to make generalizations about film costs. Reasonably fair estimates may be made, however, by considering costs of the various phases of production. Is the film to be in black and white or in color? Will it require dialogue or simple narration? What about research, scripting, and planning? What about travel, number of locations, and time at each? Will the cast, settings, lighting, sound effects, and animation be extensive? Like a painting, a film can be simple or elaborate, and the budget correspondingly moderate or lavish. Though we would be the first to suspect and protest rigid brackets on film costs, we appreciate that many potential film users shy away from the medium as too costly. Therefore, to show how inexpensively good films can be produced, we have had the temerity to summarize the main types of non-theatrical films used in Canadian business and industry and give a reasonable budget range for production in colour.

Narration - a production with the voice of a commentator or commentators, who do not appear on the screen. After the picture has been shot and edited, the narration is read and recorded and the sound effects and music are dubbed in to fit the picture. The budget might run from $3,000 to $6,000 for one reel (ten minutes) or from $5,000 to $12,000 for two or three reels (twenty or thirty minutes).

Direct Dialogue - a production in which all or part of the sound track is made up of lines spoken by the characters appearing in the film. As a more realistic and dramatic story can be told with dialogue, this type of film is often more effective for advertising and public relations. A talk on the screen by the General Manager, or even the President of the firm, may give a film an additional personal impact. The budget might run from $4,000 to $8,000 for one reel or $6,000 to $15,000 for two or three reels.

Technical Animation and Cartoons - films using mechanical, diagrammatic, or other non-cartoon art work are known as technical animation films. Models, lines and areas move, change colour, grow or diminish, appear or disappear. Technical animation is widely used to explain industrial or scientific processes and principles. In the cartoon film proper, animated figures, human, animal or imaginary, romp through their paces. As in the newspaper cartoon, highly exaggerated, pointed, and persuasive representation can be given to abstract ideas. And both kinds of animation permit visualization of things impossible to photograph. Budgets on either of the above types might run from $4,000 to $10,000 for one reel or $6,000 to $15,000 for two or three reels. Short sequences of technical or cartoon animations frequently provide supplementary interest and explanation for the narration or dialogue type film.

Sounding and Editing only - Occasionally an industrial organization has some 16mm footage which it wishes to present as a sound film. Prices for sounding, editing, and titling one reel might run from $400. to $1,000, with two or three reels at from $600 to $1,500.

Reprints - The original budget on a film includes the delivery of the first print. The average price for reprints is $60 per 400 foot reel for sound Kodachrome and $25 for sound black and white. However, quantity print orders are considerably less.

35mm Production - The above prices are for 16mm production. 35mm production usually involves considerably greater cost due to the greater weight of equipment requiring larger crews and the greater cost of photographic materials which average three times that of 16mm for comparable screen time. 35mm production in black and white averages 50 to 100 per cent more than 16mm colour for comparable screen time. The 35mm "Minute Movie" becoming increasingly popular for theatrical advertising is a Specialty with a production technique of its own. It merits special mention in a later issue.

We will welcome any questions you may care to ask about film budgets or production problems.

Staff Sketches - No. 4

No film is stronger or more effective than its script and one reason why Crawley films achieve good distribution is our ability to turn out imaginative scripts that are different. Now in charge of all our scripts (and writing many of them) is a man with an unique educational, dramatic, industrial, service, and advertising agency background - Quentin Brown.

Quentin has a B.A. in English from McGill and an M.A in Dramatic Art from the University of North Carolina. For two seasons he was actor and stage-manager in summer stock in Canada and the United States and he has written half a dozen plays. Prior to four years active service as an officer in the Canadian Navy, he was a department head with Fairchild Aircraft. And in New York he worked with B.B.D. & O. Advertising Agency under whose wing he took a four month training course in advertising.

Items of Interest

Toronto executives please remember we have an office and screening room at Elliott-Haynes Ltd., 515 Broadview... Phone Gerrard 1144 today and ask Stewart Reburn to screen or discuss films with you... F.R. Crawley in Winnipeg this month with a camera crew producing two public relations films for Trans Canada Airlines ... despite U.S. equipment ban we still have some new RCA 16mm sound projectors in stock... write immediately if you need some for the fall.

Best regards,

Graeme Fraser

Graeme Fraser
Sales Manager.

17-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOLUME II No 7. October 15, 1948.

Recent Releases

We've had a busy summer at Crawley Films. We have recently completed "Le Civisme Au Telephone" (French version of Bell Telephone's "Party Lines"), "Water for Montrealers" for the Montreal Department of Public Works, "Why Won't Tommy Eat?" for the Department of Health and Welfare, "Lakehead Nipigon Holiday" and "Ontario Winter Holiday" for the Ontario Department of Travel and Publicity, and "The Sport of Orienteering" for Silva, Inc. of Sweden.

Our "Peoples of the Maritimes" series - "Gaels of Cape Breton", "Men of Lunenburg" and "The Acadians" - have now been released in colour. They were jointly sponsored by the Canadian Geographical Society, the National Film Board and the Province of Neva Scotia.

Also released is our new series of colour films for the National Parks Brnach of the Department of Mines and Resources. The titles are "Highland Holiday", "Seaside Holiday" and "Holiday Island" and they deal respectively with Canada's national parks in Cape Breton, Prince Edward Island and Georgian Bay.

Soon to be released are "The Town and the Mill" for Kenwood Mills, "Are You Safe at Home?" for the Dominion Fire Prevention Association, the already famous "Loon's Necklace", and "The Story of St. Nick", a Crawley Colour Cartoon.

In current production are films for Trans-Canada Air Lines, Imperial Oil, the Canadian Pulp and Paper Association, and others, a dozen motion pictures in all, also more than twenty film strips. And yet, despite our busy production schedule each film has a maximum of painstaking, individual careful attention.

Quote of the Month

Broadcasting over the C.B.C. national network from London, Basil Wright told the story of the Edinburgh International Film Festival which recently screened over one hundred films from twenty countries. Regarding our "Loon's Necklace" he said, "Its artistic presentation of an ancient legend entirely through the use of superb and genuine Indian masks and its excellent colour photography warmed the hearts of the audiences as much as any other film at the Festival".

Script Story

Every commercial film worth its salt must have singleness of purpose, unity of concept, a fresh but apt approach, and skilled cinematic visualization. Without purpose, the viewer says "So what?" Without unity, he says "They should have cut it in half!" Without freshness of approach, he remembers dozing a little on that "routine stuff". And without good visualization, he finds it dull and murmurs, "What, no Mickey Mouse?" Taking for granted technical efficiency, the satisfactory integration of these four factors assures any production the emotional, aesthetic and instructional impact to be expected from a medium as vital as the sound colour film. The script is the tangible mortar which cements the efforts of the various departments responsible for the casting, directing, shooting, editing, and recording, and leads them toward a common end. Therefore, in the script must be found the singleness of purpose, the unity of concept, and the fresh but apt approach of the successful film.

During the study of a particular client's field, which the script writer undertakes as the initial step in a new production, he keeps these things constantly in mind. The concept which accurately imparts the purpose in a manner which is both stimulating and suitable to the topic is what the script writer seeks. Having found a promising concept, he subjects it to careful scrutiny on the fourth and most exacting point. Is the concept amenable to good cinematic visualization? And here scripting for films departs from writing for other advertising media. The script writer must be able to think in terms of an everchanging image - he must be able to fashion an exciting entity out of a succession of short scenes. His tools may be ten minutes of colour and sound, say - 15 sequences, 90 shots, 16,000 separate pictures each one slightly different from its predecessor and successor - but always visual and always moving. He must make this transitory image move in the right direction, at a steadily accelerating pace with no detours, pleasingly changing its content without altering its drift, by planning a good succession of pictures - by writing a good motion picture script.

Items of Interest.

Watch for the announcement soon regarding Canadian Film Awards for 1948...at the Studio, the new editing wing is now completed and we have moved in...for scouting and strategy we are shooting Ottawa football games in slow motion from the roof of the grandstand - every play of the game is recorded - three days later colour prints are ready for the team to study...at this writing Roughriders are on top of the heap and Coach Wally Masters says the films have helped tremendously...hope this does not alienate our Toronto clients...we'd be only too happy to do the same for a certain Queen City aggregation...using three camera crews we shot over a mile and a half of film at the National Convention of the Progressive Conservative Party....film is now being edited into a half-hour story of the Convention and will be distributed across Canada by the Party...Tam Deachman in "Canadian Business" points out that too few exhibitors at the Canadian International Trade Fair had a motion picture story of their product...like to discuss your next year's exhibit with us now?

Au revoir,

Greeme Fraser,

Sales Manager,
CRAWLEY FILMS LIMITED.

H-705-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOLUME 11. No. 8.

December 8, 1948.

A recent three-week trip took me first to Toronto to attend the excellent sessions of the Association of Canadian Advertisers, then on to Chicago and New York to study the film market for television and the sponsored film distribution pattern in the United States. I had with me seven new Crawley films produced for general distribution, of which leading U.S. distributors promptly purchased the rights to - you guessed it - seven!

New Horizons

We are pleased to announce that we are now represented in New York by William H. Wilson, vice-president of International Associates, 27 East 38th Street. For four years Bill was the motion picture production chief for J. Walter Thompson and prior to that he was Chief of Operations of the Bureau of Overseas Motion Pictures of the Office of War Information.

The new Toronto office and screening room is in the heart of the theatrical district - Hermont Building, 21 Dundas Square. Stewart Reburn is Toronto Manager and he will welcome the opportunity to screen any of our recent productions for you. Telephone him at ELgin 5283.

Our Own Oscars

The Canadian Film Awards are being sponsored by the Canadian Association for Adult Education with the purpose of recognizing Canadian creative effort and raising the standards of Canadian film production. Awards will be made in each of the following categories:

(1) Films produced for theatrical distribution.
(2) Films produced for non-theatrical distribution.
  (a) Live Action.
  (b) Animation.
(3) Amateur Films.
(4) Special Award - may be given for films which do not fall within the above categories.

Further information may be obtained from Secretary J. Roby Kidd, 340 Jarvis Street, Toronto.

We congratulate the C.A.A.E. on this service to Canadians and to Canadian film producers and herewith serve notice to other producers that Crawley Films Limited has all lenses focussed on the 1948 awards!

Sales and Service

Equipment sales and service is one Crawley department which is not well known outside of Ottawa. But in the capital we are told that we sell more 16mm sound projectors than all other retail outlets combined. Equipment Sales Manager Earl Valley also handles film strip projectors, tape, wire and disc recorders, intercom and public address systems, Mail-A-Voice dictators and other lines of sound equipment.

Looking after our Service lab., with complete electronic test equipment, is Robert Sturgeon, who was in charge of all film projector servicing at the Base Ordinence Workshops during the war. Bob has had a very broad experience as a sound engineer in New York. He recorded with Sound Masters for two years, was an audio designer with Berndt-Maurer for five years and for another five years he supervised all sound and film equipment at the Waldorf-Astoria Hotel.

Television Tales

Weed Television News points out that although television stations are currently operating in but 22 cities, the potential audience served totals over 37 million. Estimated output of 800,000 receivers for this year, combined with the '46 and'47 totals, will bring the overall postwar output to around a million sets. Greatly increased production facilities for 1949, coupled with the growing percentage of sales to middle and lower income groups, promises a rapidly expnading market. Turn of the year will see some 50 stations operating in 30 cities and an estimated 800 advertisers on television.

With the great majority of commercials on film, film facilities of operating stations figure largely in the planning of campaigns. Preferred by most advertisers, is 35mm film because of the better quality resulting from its use. However, 16mm offers wider economics both in production and in handling, due to the safety factor. Analysis of existing stations' facilities shows that of 42 stations, 22 have 16mm projectors only. Another 20 have both 35mm and 16mm equipment; while no one station uses 35mm exclusively. The continuing experiments of perfecting production methods on 16mm, as well as the development of more professional equipment, would seem to indicate that 16mm will continue to be prevalent.

Interesting Items

Big news coming soon concerning the distribution of industrial films in Canada..we are now using tape recording for instantaneous check on our film recording...thus eliminating all chances of having to bring back a cast for"re-takes"...Canada now has 201 local film librarians and depots...and 200 active film councils...last week we shot our first TV film.. please drop a line and let us know how these letters may be of more use to you..what would you like to see covered in them? ...and when you hear it again remember who said it first -

Merry Christmas!

Graeme Fraser

Sales Manager,
CRAWLEY FILMS LIMITED.

H-105-5

Crawley Films Limited

Producing Films in Sound and Colour 19 Fairmont Avenue, Ottawa, Canada.

Volume III, No. 1 January 24, 1949.

OUR CLIENTS - BLESS THEM

A good year - 1948 - and a very busy one: a new wing added to our studio building, and another currently in the blue print stage; offices opened in Toronto and New York; additional up-to-date equipment purchased for the camera, sound, and editing departments; and a staff now increased to thirty-five!

We are grateful to the many clients in business, industry and education who have made possible our steady growth, and our aim is to keep producing for them the finest films in this or any country.

In the last four years alone, Crawley's have had more than one hundred film production clients. But during that time we have made many more than one hundred films because clients return time and again - General Mortgage and Housing Corporation for three films, Canadian Geographical Society for five, National Parks Branch for six.

Other clients include Alberta Wheat Pool, Bell Telephone, Blue Cross Plan For Hospital Care, Canadian Army, Navy and Airforce, Canadian Industries Limited, Canadian Paint, Lacquer and Varnish Association, Canadian Pulp and Paper Association, Canadian Welfare Council, Church of England, R.L. Crain, City of Montreal, General Motors of Canada, A.J. Freiman, Imperial Oil, Kenwood Mills, Manitoba Co-operative Association, Molson's, Northern Electric, Progressive Conservative Party, Provincial Governments: Nova Scotia, Ontario, Prince Edward Island, Saskatchewan, St. John Ambulance Association, Silva Inc., of Sweden, Trans-Canada Air Lines, United Church of Canada, Victorian Order of Nurses, and many others.

The experience we have gained in work for our commercial clients has been materially assisted by the experience gained in production of some 30 complete films for the National Film Board, who have done a great deal over the years to advance the Canadian film industry. In addition we have worked on about 40 other N.F.B. films.

ADVANCE IN ANIMATION

The advancement of the animated film medium throughout the last 6 years has been phenomenal. Not only in its application to commercial and government fields, but also in the methods and techniques that have been invented and are continually being perfected.

One of the great problems during the war was the quick and efficient training of the huge personnel of the Army, Navy and Airforce. The power of the visual form of training was already known and with the trial of the animated film and its outstanding success, this medium at last came into its own.

Stop motion photography was by no means new, but it had been used primarily in the production of cartoons and special effects. Improvements in film and animation camera equipment have opened up a vast new field.

Today animated film production is used in education, employee training, sales promotion, advertising and public relations. It is the answer to the presentation of the complex subject in a clarified form, the visualization of the idea that cannot be shown through the use of actuality or "live" photography. To the imaginative artist it is a new and exciting medium for it has few limitations. Fantasy or cold fact may be chosen to fit the subject in question. The visualization of growth or transformation is easy. The accelerated development of the great oak from the acorn in a minute of animation is no more complicated than the extension of time in the deceleration of the split-second lightning flash to speeds adapted to careful study. Animation can graphically demonstrate the action of sound waves, of coal gas, even of the step by step retreat of glacial ice from the American continent. Four principal techniques are in general use, and choice is governed by the effect to be achieved, the budget available for the production, and the overall length of the film or the film sequence. Cell animation is used largely in cartoon work where smooth transitions of action are needed. Cut-out technique is used for simple actions of a diagrammatic nature; painting or drawing directly under the animation camera for special effects; and models give a third dimensional quality unobtainable in other methods. These techniques, the styles of work used in conjunction with them, and their relation to general film production will be discussed more fully in future issues of Crawley Commentary.

STAFF SKETCHES - No. 5 - ANIMATION STAFF

For the past five years the capable head of our Art and Animation Department has been Graham Crabtree. He has been the artistic inspiration behind such films as Coal Gas, Story of St. Nick, The Loon's Necklace, and our handicrafts series "Dancing Hands".

One of Graham's biggest assets is seven years experience as a director of Crabtree Gravure Limited with the intimate knowledge of the printing and engraving trades it provides.

He is assisted by artists Dorothy Munro, who has been on staff for four years, and Betty Ferguson, who learned her art at the Montreal Ecole des Beaux Arts.

A new addition to our staff this month is Grant Munro, graduate of the Ontario College of Art. Grant studied sculpture for two years in Winnipeg and has just returned from a year of painting and silver designing in Mexico. But most important to us, he brings to his new job a background of four years of motion picture animation with the National Film Board.

See you next month!

Graeme Fraser

Sales Manager,
CRAWLEY FILMS LIMITED.

STAFF SKETCHES - No. 5.

[illegible]. "Bill" Macdonald, who has joined us as Director of Sponsored Film Distribution, has a unique background for such a key position. He was educated in Vancouver and studied Advertising and Journalism at the University of Washington. He learned his advertising with Sears Roebuck, Wrigley Directories, and the Hudson's Bay Company, and was Advertising and Export Manager of Jantzen Knitting Mills of Canada Limited.

He was assistant to the Secretary of the British Columbia Retail Merchants Association and he was Travel Promotion Director for the Province. For the past five years he has been Producer in charge of Travel, Outdoors and Conservation films for the National Film Board of Canada. He has just toured 43 of the 48 States completing a study of non-theatrical film distribution for the Canadian Travel Bureau. We welcome Bill to Crawleys, and we hope you agree he is just the man to head up our national system of sponsored film distribution.

Write to him for full information of our new plan for widest possible distribution of your films at very reasonable cost. Whether you are an account executive or a sponsor, a producer or a librarian, with films made in the United States or Canada - it will pay to investigate our new system for provincial or national distribution of sponsored films in Canada.

ITEMS OF INTEREST

F.R. "Budge" Crawley, along with Rod Sparks (Technical Services), Tom Glynn (Camera), and George Gorman (Direction) are back from New York where they were looking into TV film production.... while there had several casting sessions and signed Vaughn Taylor to play the lead in "Mr. Barnaby Sleeps in the Sky" for Trans-Canada Air Lines.... Grant Crabtree, our ace director-cameraman, now up in Northern Quebec shooting the third in our Training Series for the Canadian Pulp and Paper Association...it was a privilege to be asked to speak to the Advertising & Sales Executives Club of Montreal on "Advertising Goes to the Movies"...They are a grand club and make a speaker feel very much at home...bouquets to the National Film Society for their new monthly Canadian Film News at $2.00 per year...welcome visitor to our studios last week was Jack Abraham, General Manager of Coronet Instructional Films.. Coronet have purchased world distribution rights to the latest Crawley Color Cartoon...recent national surveys by Seton Hall Advertising Foundation show that 65% of American national advertisers plan to include motion pictures in their public relations program...58% have produced at least one film already... just signed contracts to produce two for Canadian Industries Limited... some news about the six colour films we produced for National Parks in Banff, Jasper, Georgian Bay, Cape Breton and P.E.I. ..., Canadian Travel Bureau have just placed 432 prints of them in key U.S. libraries, a nice tribute to the quality of our promotional film production.... In response to requests we have reprinted Volume II, No. 6, of this letter (the one about how much films cost)..be glad to send you one...also please let us know when we may be of service to you in your film production and distribution program.

Faithfully yours,

Graeme Fraser

Sales Manager,
CRAWLEY FILMS LIMITED.

#405-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOLUME III, No. 2. **"THE LOON'S NECKLACE"** March 18, 1949.

The recent International Film Festival in Edinburgh screened over one hundred of the world's best films from twenty-two countries. Writing in British Documentary Film News, Basil Wright chose the eleven outstanding films of the festival - two each from the United States, Britain, Italy and France, one each from Sweden, Belgium and Canada. Flaherty's "Louisiana Story" and Levitt's "The Quiet One" were the two chosen from the United States. Our own already famous "Loon's Necklace" was the Canadian film which made the "outstanding eleven".

"The Loon's Necklace" is sponsored in Canada by Imperial Oil Limited who have made it available to Canadians through the Canadian Educational Association, 206 Huron Street, Toronto. All requests from this country for prints should therefore be sent direct to the C.E.A.

In the United States and the rest of the world we are proud to announce that "The Loon's Necklace" will be distributed by Encyclopaedia Brittanica Films Inc., Wilmette, Illinois. Inquiries and requests for prints have been flooding in from all over the United States and Canada and it is expected that distribution and print sale records will be hung up by this remarkable film of an Indian legend which features the use of brilliantly-coloured masks carved many years ago by Indians of the West Coast.

ADVERTISING ADVANTAGES

What are the main advantages films enjoy as an advertising medium? We think they are five:

(1) 100% visibility.
(2) The impact of your message on your audience can be measured - you can sit in the audience watching reactions and listening to comments.
(3) Your audience is not only visible, but countable.
(4) Distribution outlets are highly selective and campaigns can be arranged by age group, by interest group, regionally, or nationally.
(5) And most important, your motion picture story has no competition for your customer's attention. While other forms of advertising constantly compete one against the other, films receive maximum attention in comfortable surroundings.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

VOLUME III, No. 3. June 7, 1949.

I am obliged to Graeme Fraser for the opportunity to contribute to this issue of Crawley Commentary.

THE CANADIAN FILM INDUSTRY - THE FUTURE

In his challenging and stimulating book "On Being Canadian" Vincent Massey refers to the United States as "a country nearly twelve times our size with all the physical attraction and the powerful influences which a larger body exerts on a small one." These influences are felt throughout Canadian business and industry and not least in the Film Industry.

When considering the production of information films, some Canadian businessmen, apparently influenced by the percentage of American films in theatrical exhibition in Canada, have turned to United States producers, under the mistaken impression that the Canadian Industry cannot supply high quality films. The truth is that Canadian Film Producers can make and are making just as high quality films as are made anywhere in the world.

At our studio we are currently engaged in the production of seven films for top-ranking U.S. film users. Further indications of the acceptability of the Canadian product on the American market are the contracts we hold with four leading organizations for the U.S. distribution of fifteen of our productions. These have given and will give substantial cash payments in United States funds.

Associated Screen News Limited have recently signed contracts for American distribution of several theatrical short subjects. Quebec Productions Limited now have a United States contract for the distribution of that milestone of Canadian films, the first financially successful Canadian feature length theatrical - "Un Homme et Son Peche". And of course National Film Board films are widely distributed in all parts of the world.

A film is first an idea in somebody's mind. It may start with the sales executive who perhaps does now know the technique of the film medium. The Canadian Producer with trained script writers, directors and cameramen, young Canadians of skill and imagination, can best put the idea on film to appeal to the Canadian public. The future of the Industry is secure because films are made by people, not companies. Young people in increasing numbers are learning the skills of the film medium - the medium with the television future! These young Canadians wish to express themselves and know there is a great future in Canada!

STAFF SKETCHES No. 6

Graeme Fraser, who begot "Crawley Commentary", joined our staff as Advertising and Sales Manager in April, 1946.

Before World War II he was with Garlick Films Limited and the Equitable Life of Canada. He joined the Canadian Army as a private, spent five years overseas, returning the the confirmed rank of Major, as Deputy Assistant Director of Supplies and Transport.

In addition to his outstanding contribution to the success of Crawley Films Limited, he is Immediate Past President of the Advertising and Sales Club of Ottawa, Past President of the Ottawa Film Council, a director of the Canadian Advertising and Sales Federation and a member of the Advisory Committee on Publicity for the Canadian International Trade Fair.

More than 15 years ago, Graeme and I worked together in film production, and I look forward to many years of happy association with him.

FILM DISTRIBUTION

Do you know that a high quality public relations or advertising film may now be expected to reach 500,000 Canadians within a four-year period?

At the A.C.A. convention, three years ago, a prominent sales executive said to me "a distribution system is the most needed development in the Canadian film business today." Largely as a result of the pioneer work in film distribution by the National Film Board of Canada, which has resulted in thousands of outlets of films from coast to coast and a public awareness of the force and effect of the film medium, the industry now has several distribution plans in operation. For details of our own plan write to Mr. W.A. Macdonald, our Director of Distribution.

ITEMS OF INTEREST

Quentin Brown, head of our scripting staff has recently been studying in New York and Philadelphia how films are being used in Television... advertisers on TV seem more than ever convinced that the most arresting and convincing commercials are those made on film... top live action dramatic productions are using the film insert for exterior action with considerable success... oneof the most effective aids currently in use by the Progressive Conservative Party is "Fortress for Freedom" a film record of their national convention last fall... nearly one hundred prints in French and English are in use across the country... the whole Canadian film industry is grateful to the CanadianAssociation for Adult Education for establishing the film awards... we are delighted that our 'Loon's Necklace' sponsored in Canada by Imperial Oil and in the United States by Encyclopaedia Britannica Films Inc., was chosen Canadian Film of the Year... enclosed is an article on our operations from a recent issue of the "Financial Post"...

Yours sincerely,

F.R. Crawley

President,
CRAWLEY FILMS LIMITED.

11-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

Volume III, No.4. July 15, 1949.

- Invitation to Account Executives -

We invite you to prepare today for tomorrow's harvest. Tomorrow's harvest will boast a fine new crop standing with flashing brilliance beside the old familiar bleed pages in the slicks, trick radio commercials, splash inserts in the daily press. And Advertising Agencies will miss a good portion of tomorrow's harvest unless they are prepared for television.

Some agencies are ready for TV. For years they have been firm believers in motion pictures as a necessary part of their clients' campaigns. And now, perhaps inadvertently, these agencies have the know-how in the field of visualization that TV will demand. For films and television are twins, not identical perhaps, but the next thing to it.

Common to both are the elements of entertainment and drama, the fascination of the unfolding and ever-changing picture. And common to both are the myriad techniques of visual scripting, scene design, costuming, casting, directing and animation. These and many more are the unfamiliar details which the experienced agency has learned to regard as the film producer's stock-in-trade. These are the details which tomorrow will plague all account executives, experienced or no. These are the details that we at Crawleys have handled for over 100 clients in the last four years alone.

Tomorrow, you as account executives will put your clients' top commercials on film - not on disc. You will want them to be the best in Canadian video.

We invite you to learn with us the immense possibilities of visuals on film, and to let us learn with you the sales stories of your clients.

Kill two birds with one stone: plan a sales, public relations, or training film for your client now to launch him in the rapidly expanding 16mm film field, and prepare yourself today for tomorrow's harvest.

Editorial Opinion

"The Film of the Year, Crawley Films production of an old Indian legend, 'The Loon's Necklace' is a small masterpiece - flawless within its own dimensions, and distinctively Canadian. The new Film Awards may help us to remember what many Canadians too easily forget - there's real creative talent in this country. We're beginning to grow up artistically as well as politically and industrially."

From an editorial in MacLean's Magazine, June, 1949.

STAFF SKETCHES NO.7

Our modern equipment and facilities are important, but the real strength of our organization lies in the calibre, experience and loyalty of the staff.

Recent additions to our production staff include Sally MacDonald, a Bachelor of Applied Science from the University of Toronto, who has had 3½ years with the National Film Board; Jean-Pierre Senecal, Université de Montréal; and Marjorie Morse, B.A., who studied film directing in England, Norway, and for 2 years at L'Institut des Hautes Etudes Cinematographiques in Paris. Christine McCaughey, who learned her art in Toronto and the Banff Fine Arts School, has joined our Animation Department.

New Members of our writing staff are Frances Oakes Baldwin, B.A., University of Saskatchewan, and a graduate in Journalism of Carleton College; and R.H. Bradshaw, who brings with him four years agency experience with Spitzer and Mills in Toronto, Montreal, and Vancouver.

ITEMS OF INTEREST

For Television Stations south of the border, 16mm film equipment continues to be most popular because of lower costs and greater safety factors ... 100% have 16mm while only 40% have both 35mm and 16mm ... golfers will be interested to know that F.R. Crawley has just supervised production of a colour film on the Canadian Open in Toronto ... used three cameramen and sound equipment ... hope you've read "How to Make Friends for your Business", just published by the Canadian Chamber of Commerce ... "Canadian Landscape", a colour short we produced with Graham McInnes and Dr. A.Y. Jackson for the National Film Board in 1941, has been given the highest rating of any film ever seen by the Panel at the Institute of Adult Education, Teacher's College, Columbia University ... particularly significant when you know that they have screened 1200 films and reviewed 300 in the past three years ... Cecily Sparks back on staff again after a year in Montreal ... one of the best film editors in the business, she was with us for eight years, cut such well known films as "Four Seasons" and the "Peoples of the Maritimes" series ... Art Director Graham Crabtree left last week for four months study of Art and Animation in London, Copenhagen and Paris .. lucky man ... letter in from Ott Coelln, editor of Business Screen, saying that our "Loon's Necklace" was awarded first place in the Art and Music classification at the Cleveland Annual Film Festival ... Tom Glynn, Camera Department head, honeymooning out West ... we welcome your advice, criticism and correspondence in connection with Crawley Commentary ... please drop us a line and tell us how it can be made of more use and interest to you ... hope you are having a pleasant summer.

Cheerily yours,

Graeme Fraser

Graeme Fraser,
Sales Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada

VOLUME III, No.5 August 29, 1949.

With this issue we initiate a new series called "How We Use Films", written by executives of Canadian organizations who are aware of the tremendous power of the motion picture medium in business, industry and education. We are proud to present the first in this series, written by one of our most valued clients.

"HOW WE USE FILMS" - IMPERIAL OIL LIMITED

For some years, Imperial Oil has been using motion pictures in its sales promotion, employee training and public relations work. We in the public relations department regard our films primarily as an effective means of providing the information people seem to want about our industry. Particularly since new oil was discovered in Alberta early in 1947 Canadians have become oil conscious and we receive many requests for historical and descriptive material.

The first of our movies, "Search Unending", deals with the basic task of finding oil to meet today's needs. It describes how oil was formed, the various methods of seeking it and illustrates how, despite the most modern equipment, the search unending is still costly and uncertain. Ever since she became a major user of petroleum products, Canada has had to import the great bulk of the oil she uses. "Oil for Canada" shows the colorful lands from which this oil comes and the tankers, pipe lines and tank cars which carry it to its destination. Our third documentary, "A Mile Below The Wheat" pictures something of the early development of the Leduc field with particular emphasis on what the new field means to the community and to Canada as a whole. All three of these films have been, or are being, produced in English and French; all are in color and run between 15 and 20 minutes. Our experience has been that people find them interesting and informative. Certainly we have a constant flow of requests for showings.

Early this year Imperial was impressed with the cultural value of "The Loon's Necklace", a 10 minute film based on a tale from early North American Indian folklore. Believing that the film should receive the widest distribution because of its unusual subject and artistic value, Imperial bought the Canadian rights and presented them, along with a number of prints of the film to the Canadian Education Association. The Association plans extensive distribution of the film throughout the Dominion.

We feel that the future looks bright for industrial films in Canada. More and more recognition is being given to audio-visual techniques and their value in the general realm of communication. At the same time there is developing a more critical and appreciative audience and experience would indicate that the importance of giving Canadians good industrial films cannot be underestimated.

G.M. Moses,
Graphics Editor,
Imperial Oil Limited.

STAFF SKETCHES - No.8

William A. McCauley, Mus. Bach., has joined our full-time staff as Director of Music, thus filling a long-felt want. An Associate of the Toronto Conservatory of Music, Bill was with the Conservatory Symphony and played and arranged for Horace Lapp's orchestra at the Royal York Hotel and over the National Network of the C.B.C.

For the past two years our new maestro has been Director of Music at the Ottawa Technical School and had the honour to be chosen by the Toronto Conservatory to compose the score representing Canadian Music at the Conference of the Music Educators of America held in Detroit last year.

Gerry Kedey, triple-threat man who formerly looked after our music in addition to many other things, is now Production Secretary.

ITEMS OF INTEREST

Our award winning "Loon's Necklace" has just completed a twenty week run at Toronto's International Cinema who estimate that over 85,000 saw it with its Imperial Oil credit titles .... the National Film Board of Canada reports that films we have produced for them are now being distributed in several languages in 36 different countries! .... our casting department was pleased to be able to find Canadian talent for an RKO Pathé theatrical short shot here last month .... F.R. Crawley and Quentin Brown just leaving for Newfoundland in connection with the production of a new film on Canada's tenth province .... Since 1946 we have produced or are producing 130 different motion pictures and filmstrips for 50 different clients .... this newsletter now goes out to over 1,500 executives in a dozen countries, to many of them by special request .... you may wish to write today and tell us of associates or clients who should be added to this mailing list.

Yours sincerely,

Graeme Fraser

Graeme Fraser,
Sales Manager.

H-105-5

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada

Vol. III, No. 6 October 17, 1949.

Perhaps you are one of the thousand top executives who are, with this issue, receiving Crawley Commentary for the first time. We know it has proved interesting and useful to others - we hope you will find it so too.

Encouraged by the many kind letters we have received from our readers in the past and by the unusually high rating bestowed on this newsletter by Tide, the New York Newsmagazine of advertising, we have enlarged distribution to 2,500 carefully selected executives.

These newsletters are sent to all those whom we feel may want to know more of how motion pictures and filmstrips can be used in their advertising, public relations, sales and employee training programs. They deal with the latest developments in films for Television. They tell you something of our own organization - a group of forty-two skilled producers, directors, cameramen, engineers, artists, film editors and writers - working in modern studios with the latest camera and sound equipment, creating fine films for Canadian business, industry and education. Many readers write to us from time to time and ask questions about our industry - some have made suggestions about this newsletter. We would appreciate hearing from you too.

Commercial Films in the U.S.

The lead article in the August 19th issue of Tide turns a long searching look toward the fast-growing 16mm film and 35mm filmstrip industry, and states, among other things, that:

> "Motion and slide film projector sales are breaking industry records, and the actual and potential sponsored film audience is greater than ever before. That important news, coupled with the fact that films perform functions no other medium can duplicate, means that advertisers should take a careful look at films in mapping future plans ... One informed estimate ... puts advertisers' film production expenditures since the war up 'at least' 35%. A secret study made by a bank for a major producer has come up with the finding that film advertisers in 1948 spent some $30,000,000. on production, plus $10,000,000. on distribution."

Pride of the Sound Department

The latest innovation in our Sound Department is a new Rangertone synchronous magnetic tape recorder - the first machine of its type in Canada. Along with music or speech, the Rangertone records an inaudible synchronizing signal on the tape which on playback locks the tape in exact synchronism with motion picture camera and projector equipment.

HEAD OFFICE AND STUDIOS IN OTTAWA • TORONTO BRANCH AT 21 DUNDAS SQUARE

With this new equipment we can playback recordings immediately to check quality ... capture very high fidelity tone quality ... record, erase, and use tapes again and again ... work on location with more ease than ever before ... edit and rearrange, mix and combine sound as never before ... keep recordings indefinitely without fear of deterioration. It has already become the busiest piece of equipment in the recording studio. For sponsors it means truer, faster and more flexible recording.

Inspiration for Sponsors

Looking for an idea for a good public relations film? The Joint Planning Commission of the Canadian Association for Adult Education has recently completed a study of Canadian film needs. High on the list of films requested by adult groups are the following subjects - not listed in order of preference - but for each film listed below "there is a very widespread demand" (sic):

1. How to Lead Discussion.
2. The Role of the Chairman of a Meeting.
3. Group Work (to be used in leadership training).
4. Gardening (perhaps a series on this subject).
5. Relationship of parents and teachers in a community.
6. The School-age Child - for parents and teachers - mental hygiene, etiquette, accepting responsibility, etc. (series).
7. The Canadian Government and How it Works (films or filmstrips).
8. The Organization of Farm and Citizen's Forum - and values of forum participation.
9. Effective Speech.
10. The most promising practices in improving group relations such as Visites Interprovinciales, Camp Laquemac, etc.

Items of Interest

Community Chest campaigns are in full stride all across the country ... Give, Give Enough ... one of the most effective Red Feather tools is the film we produced for the Canadian Welfare Council, "Who is My Neighbour?" ... glad to read that the N.F.B.'s "Vegetable Insects" was awarded first prize in the film competition of the Biological Photographers Association ... our own Rod Sparks did the photography ... including production, prints and distribution a good advertising film can reach half a million Canadians in four years for a total cost of only seven cents per head ... a most interesting assignment is the shooting of complete play-by-play colour telephoto motion pictures of all Ottawa Rough Rider football games ... the films are used by the team for scouting and then screened for the 1,200 members of the new Quarterback Club ... if any national advertiser has some sponsorship ideas, get in touch with us soon because we are accumulating unique footage which hundreds of thousands of Canadians will want to see! ... Tide's Planned Advertising Roundtable rated this newsletter under 19 headings and gave us fifteen Excellents, two Goods and two Fairs ... we are grateful to Tide for this grand service to advertisers and their many constructive suggestions as to how it can be of greater service to you.

Yours sincerely,

Graeme Fraser

Graeme Fraser,
Sales Manager.

H-705-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

November 21, 1949.

A.C.A. Goes to the Movies

Congratulations and thanks to the Association of Canadian Advertisers for their excellent annual convention sessions held in Toronto last month.

It was fascinating to see how many of the top speakers used films to put across their advertising and public relations stories. There was "Television Today", a motion picture presentation by the Columbia Broadcasting Corporation. There was a whole reel of typical TV film commercials. There was "Something to Cheer About", a motion picture produced by Amm-i-dent. The Borden Company used a new panoramic slide film to present dramatically the principles underlying their advertising programme. Many of the other speakers used slides. To cap it all off, E.L. Bushnell, C.B.C.'s Director General of Programmes, stated that to him TV was made up of 60% theatre, 30% motion pictures, and 10% broadcasting. The whole convention was a powerful demonstration of the uses of film in advertising.

It is significant that the A.C.A. has a standing committee on industrial films and that many of their members are among Canada's most consistent users of films for advertising, public relations and training.

Calling All Golfers!!!

You'll want to see "Par Breakers", the new half-hour full colour film on this year's Canadian Open Golf Championship .... sponsored by the same industrial organization which donated the Seagram Gold Cup, the film includes not only the exciting story of the Championship but also a professional clinic designed to lower your handicap .... if your golf club, service club, or any other group wants to see it, just drop a line to Crawley Films Distribution Department who will arrange it for you.

"Are You Safe At Home?"

If your house was on fire tonight, would you know what to do? No, but seriously, would you? The answers are dramatically given in a hair-raising new Crawley theatrical short, "Are You Safe At Home?". Prints are available in either 35mm or 16mm, English or French version, from the Dominion Fire Commissioner's Office, Department of Insurance, Ottawa, or through the National Film Board.

Which Trade Journal Do You Read?

Did you ever make a list of the business magazines you read, study or skim each week or each month? It's illuminating.

I found that among the U.S. trade papers I regularly read Business Screen, Film World, Film News, See and Hear, Educational Film Guide, Audio Visual Guide, Moviemakers, American Cinematographer, and the Journal of the Society of Motion Picture Engineers. From Canada comes Canadian Film Weekly, the Motion Picture Digest, and Canadian Film News. From England comes Documentary Film News and Imagery. To keep in touch with TV, I read the Televiser, TV, Canadian Broadcaster & Telescreen, and Weed Television Newsletter.

As an important advertising medium, we carefully study Marketing, Financial Post, Canadian Business, Tide, Canadian Sales Digest. For reference there is Film World Directory, Motion Picture Production Encyclopaedia, and Canadian Index.

In making up this list I was struck by two things - the great number of excellent publications in our field and the valuable contribution to our industry made by the editors and staffs of these publications. From them we pick up new ideas, learn new techniques, hear of new equipment, see new uses for motion pictures and filmstrips. These publications are passed from department to department and are finally filed in the reference library maintained by our script staff. *

Our warmest gratitude goes to the film and advertising trade press of Canada and the United States for their steady inspiration. Few industries can have the constructive criticism and careful documentation of ours. And these are vitally important to an organization whose aim is to produce the finest films in this or any country.

Five Second Items

The 1950 Canadian International Trade Fair will be held in Toronto, May 29 to June 9 .... just time enough for us to produce for your exhibit a film on your plant, your product, your policy, your plan .... Art Director Graham Crabtree just back with a raft of new ideas from four months in Europe studying art and animation techniques .... A U.S. survey on the film facilities in T.V. stations gives the edge to 16mm equipment, with 51 outlets using it exclusively, 28 with both 16mm and 35mm, none with 35mm alone .... Excellent article on Judith Crawley in Nov.15 Saturday Night .... We've just finished the biggest filmstrip programme ever attempted in this country and we'll tell you all about it in our next issue .... BUSINESS IS GOOD, let's all work together to make it BETTER.

Happily yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

* P.S. We shall be very happy to pass on to our readers the addresses of any of these publications.

A-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

January 9, 1950.

A Happy and Prosperous New Year!

That is our sincere wish for you and for all the other friends in industry, government and education, all across this great land of ours. Under our competitive system of freedom of business, business has been good in 1949 - let's all work together to make it even better.

Our own operation is, we are told, an interesting example of this system, and as we move into 1950, we invite you to glance back with us over last year. We have come a long way since a hobby became a business 12 years ago. Last year's accomplishments reveal most clearly just how far we have come, for 1949 was a year of achievement for our all-Canadian motion picture company.

1949 - First Canadian studio to install high fidelity synchronised tape recording equipment.

1949 - First Canadian studio to move actively into non-theatrical film production for U.S. sponsors with 7 films currently before the cameras.

1949 - First Canadian studio to develop a "grass roots" sponsored film distribution system based on the hundreds of film libraries and councils.

1949 - 41 motion pictures and 25 filmstrips completed, many of which were repeat business for satisfied clients.

1949 - New equipment showroom and scripting offices opened just around the corner from our Ottawa studio.

And 1950 - the beginning of the second half of the century.... Hungry television stations will soon double and treble the present output of Canadian studios.... Advertisers and their Agencies are turning to films in ever-increasing numbers.... Feature length theatrical production is slowly becoming established and we plan to enter that field before long.... A new stabilization of industry and a new understanding with Government will come with the newly-formed trade Association of Motion Picture Producers and Laboratories of Canada, of which the writer is the belaboured secretary-treasurer.... Everything considered, it's a mighty bright picture!

The Filmstrip - Little Brother to the Motion Picture.

One of the best instructional devices used in business today is the filmstrip, a modern version of the old lantern-slide. It is a series of individual photographs on a continuous strip of 35mm film. Filmstrips range in length from 20 to 200 frames, the average length being 45 to 60. They may be colour or black and white. They may be silent or sound. A sound filmstrip is accompanied by a disc recording of narration explaining the filmstrip. The screening time of the average filmstrip is from ten to fifteen minutes.

The filmstrip is little brother to the motion picture. Although it can be produced for perhaps one-third the cost of a motion picture, it cannot reproduce the movement, excitement and emotion of a film. The main use of the filmstrip is as a training aid to teach salesmanship, production methods, or other instructional program. The silent filmstrip may be stopped at a single frame for any length of time for detailed study. Each frame of a sound or silent strip is on the screen long enough to be thoroughly imprinted on the trainee's mind.

Examples from our 1949 production schedule will perhaps illustrate the variety of their uses. Two filmstrips, one black and white, the other colour, have been made to explain to school children the functions of the Post Office Department. A public relations job for the Canadian Paint, Lacquer and Varnish Association and a sound filmstrip to train Canada Bread salesmen both posed particularly exacting problems of colour reproduction. International Silver's retail dealers are being assisted by their new strip and five educational filmstrips are in current production for McGraw-Hill of New York. The filmstrip may not be as dramatic or glamorous as the motion picture, but it is the practical training tool in the minds of a growing list of Canadian and American business firms.

First Aid To The Injured

Canadian industry concerned with intelligent and practical teaching of first aid will be most interested to know of the largest filmstrip production program ever to be completed in this country - twenty (count them) twenty filmstrips, each fifty frames in length, each with its recorded disc, and four in full colour, on the vital subject of first aid. Produced for the St. John Ambulance Association, this complete visual supplement to the first aid handbooks comprises the twenty filmstrips, the ten double-sided records and the instructor's manual, all in a specially designed carrying case. Many industries are arranging for every first aid instructor to have a set. Direct all Canadian enquiries to St. John Ambulance Association, St.John House, Ottawa; the U.S. distribution pattern is also being worked out.

Five-Second Items

A new pamphlet of the Quebec Provincial Office of Publicity claims their film service is "the most active and efficient distribution centre of documentary and educational 16mm films in Canada".... with a library of 3000 subjects they screen 5,000 films a month to an audience of 200,000.... We are proud that the conductor and founder of the new Ottawa Pops Orchestra is our own Director of Music, William E. McCauley....his opening concert Christmas week packed 2,500 people into the Capitol theatre.... An analysis of advertising by 400 sponsors on local TV stations throughout the United States shows that 26% used film shows and another 6% used a combination of film and live studio.... Advertisers still talking about the remarkable record of "The Loon's Necklace" which ran for 24 weeks at Toronto's International Cinema and played to 104,600 people each of whom saw Imperial Oil's credit title.... this film recently won its fifth international award - a first prize silver medal at the big Venice Film Festival....

Cheerily yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

11-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

February 13, 1950.

Films In Action

You have read in these letters how films are planned, costed, scripted, produced and distributed. But businessmen ask questions about results - what do films actually do? This can be answered in two ways.

Speaking generally, films bridge the boundaries of space and time; action is speeded or slowed; hidden operations are revealed; things invisible to the naked eye assume gigantic proportions on the screen; animation presents abstract ideas. With the imagination captured and the attention held, people are moved to action.

Speaking specifically, the following list of some of our productions indicates the remarkable variety of useful things that films are doing - right now!

SELLING Swedish compasses in Canada and Canadian woollens in the United States,

TRAINING department store clerks in selling goods and lumberjacks in cutting wood,

HELPING parents to understand their children and helping children to understand our Postal system,

EASING the housing shortage and instructing in fire prevention,

MAKING KNOWN the work of the Roman Catholic, Anglican and United churches,

TEACHING First Aid and how to sell bread,

BRINGING Americans to Canada and Canadians to our museums and national parks,

ASSISTING Canada's law enforcement and training Canada's armed services,

SHOWING the benefits of proper town planning and of cooperative medical care,

DEMONSTRATING how to drive safely and dramatizing the safety of air travel,

TELLING the story of the Canadian Open Golf Championship and the Grey Cup Football Final,

PROVIDING good industrial public relations and a unique advertising medium,

SELLING Canada to Canadians and selling Canada abroad in 36 different countries.

HEAD OFFICE AND STUDIOS IN OTTAWA • TORONTO BRANCH AT 21 DUNDAS SQUARE

Television Facts and Figures

United States TV statistics continue to amaze - 2,000 advertisers now use the medium.....close to 3,000,000 sets were produced last year.....and 23% of all U.S. TV time is given over to films!

In Canada, 14 radio firms are manufacturing TV sets, and 9,500 were bought last year. It is expected that 15,000 will be bought this year and another 60,000 in 1951, when Montreal and Toronto will have active stations. Ottawa is expected to be the third Canadian TV city.

Letter of the Month

Sometimes, just when we are wondering how well read is the Commentary, we get an unsolicited letter like this one:

> Montreal, January 13, 1950.
>
> Dear Mr. Fraser:
>
> Interesting notice has been taken of your Crawley Commentary sent out under date of January 9, for yesterday and today we have had seven calls with regard to the filmstrip that your company produced on behalf of the Association. Needless to say we have informed all enquirers of the excellence of your work and how very satisfied we are with our filmstrip. Wherever it has been shown we have received highly complimentary remarks and we therefore felt that you should receive this information.
>
> Yours very sincerely,
>
> C. C. PETTET,
> General Manager,
> CANADIAN PAINT, VARNISH AND LACQUER ASSOCIATION.

Canadian Advertisers Use Films

When Marketing polled top Canadian companies as to their 1950 advertising plans, 30% stated they would use films and 12% said they planned to sponsor new film production. If the companies that make up that 12% will please identify themselves, we'll be happy to show you how our films are solving for others their advertising, public relations and training problems.

Sincerely,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

P.S. If you have any questions regarding the production or use of motion pictures and filmstrips, please send them along to us. Someone on our staff or something in our reference library will produce an answer for you. No obligation, of course!

A-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

March 27, 1950.

Third Anniversary

Three years ago this newsletter was begun as an informal service to our clients and others interested in Canadian film production. The mailing has grown steadily until it is now going out regularly to 2,500 key people in business, industry, government and education. So that we can make it more useful to you, please take a moment to fill out the enclosed stamped card and return it to us. We'll be most grateful for your comments and will do our best to follow your suggestions.

Films for the Foreign Market

If you wish to sell your goods abroad, the industrial film program of the Department of Trade and Commerce will interest you. Under this unique new plan, the Department accepts prints of films sponsored by Canadian companies and industries, and shows these films to key audiences of potential buyers in forty-four countries abroad.

Here's how it works. A Canadian manufacturer or trade association sponsors the production of a sales promotion film. If requested, the Department advises on the script. The finished film is submitted to the Department, which studies it for technical excellence, absence of blatant advertising, simplicity of commentary, the light in which it depicts Canadian industry, and for certain other factors. If approved, you place as many prints as you desire with the Department.

These are sent to the Canadian Government Trade Commissioners in whichever countries of the world you are interested in selling your products. Foreign language versions are suggested for some countries. The Trade Commissioners, equipped with modern sound projectors, screen your film for the audience you suggest - importers, wholesalers, retailers, manufacturers, women's groups, Government officials, construction men, etc. All orders and enquiries are referred directly to you.

Begun less than a year ago, this program has already sparked a number of successful sales. It means that Canadians interested in sales abroad can show, under ideal conditions, the production and uses of their goods to selected audiences in selected countries. It means that the goods can be shown dramatically in action under ideal conditions and under the best of auspices.

If you drop us a line, we'll be glad to supply full particulars of this powerful new foreign sales tool - the Industrial Film Program. Or write direct to the Film Liaison Officer, Department of Trade & Commerce, Ottawa.

Press and Radio turn to Film Medium

Designed to tell the story of newspaper advertising and its advantages, a new 20-minute colour film has just been produced by the American Association of Newspaper Representatives. The film is directed to advertising agency and newspaper executives, journalism schools, and commerce and business administration classes.

The radio industry is also releasing a promotional film "Lightning That Talks". Produced by the major U.S. networks and 600 smaller stations, the 45-minute film is called by Tide, "far and away radio's most ambitious promotion effort to date".

The Information Film

"No one who is aware of the high technical quality of commercial films doubts that industry could be a source - the largest source - of excellent films on industrial economics, vocational training, civics, hygiene, natural resources, marketing, industrial administration, technology, and many other subjects. Industry has the money and the technical experience to make such film. All it needs now is a more suitable concept of public relations. Let the Gimmick Company make a film on the history of Vermont or the natural resources of the New England States or the administration of a factory, instead of a film about its founder and its own glorious past, and it will have made a contribution to both education and its own reputation."

- from THE INFORMATION FILM
a report of the Public Library Inquiry by Gloria Waldron (Columbia Press).

Five-Second Items

In New York and Chicago last month selling U.S. rights to recent films and found there a healthy respect for the Canadian industry....Ad managers interested in recent Videometer tests - of 250 viewers, 43% remembered a film commercial run four months before - when sound and picture were used separately for tests, 32% of the half that saw the film, recalled it, while it was remembered by only 14% of those who heard it.....F.R. Crawley filming in Newfoundland this month and cameraman Stanley Brede at sea on a sealer.....Canadian Education Association estimates close to 4,000 16mm sound projectors now in Canadian schools...Can't help mentioning that "The Loon's Necklace" has just won its sixth international award - a Belgian Cinémathèque Prize at the International Congress of Art Films in Brussells.....Because of the increasing recognition of industrial films, CANADIAN BUSINESS magazine begins in April a new regular department entitled "Business in Motion" which will describe films made by and for business and industry.

Yours very truly,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

P.S.
Many thanks for mailing that enclosed stamped card!

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors — 19 Fairmont Avenue, Ottawa, Canada.

May 1, 1950.

THE VISITOR INDUSTRY AND FILMS

This week, May 1 to 8 is the fifth annual National Tourist Service Week to be sponsored by the Canadian Tourist Association. The purpose is to focus attention upon the fact that Canada's Tourist Industry is our second largest export, that the Tourist Business is Big Business, that the Tourist Business is Everybody's Business!

Canada's revenue from tourist travel has increased steadily during the postwar years from $222 million in 1946 to $288 million in 1949, $270 million of which were U.S. While 1949 was a record year during which we had more visitors than ever before, there are signs that business arising from the visitor industry is levelling off. International travel competition, plus the stepped up promotion of inter-state attractions in the U.S. will influence the trade considerably in 1950. In Canada we have to become more personally interested and work harder to earn our share of the world's travel dollars.

Everybody in Canada benefits from a buoyant and prosperous tourist business. Stores, restaurants, hotels, resorts, service stations, transportation companies and theatres all serve as the main cash registers through which hundreds of millions of new wealth pour into the stream of Canadian economy. But the office and factory worker, the farmer and the miner, the doctor and the teacher, are all beneficiaries of the circulation of the visitors' dollars.

Promotion of tourist travel and the medium of the motion picture have been closely associated ever since it was first learned that the camera could be uprooted from the studio floor and carried outside to observe the world, its places and its peoples. Development of colour film further cemented the affinity. Films on such subjects as exploration and development of natural resources, conservation of forests, soil, water and wildlife, preservation of historic sites, safe driving on highways, knowledge of woodcraft, natural history of birds, fish and game, appreciation of our artistic and cultural achievements and of the scenic and recreational advantages of our National Parks playgrounds, bring Canada alive vividly and dramatically, inviting us to step through the screen into the realm of personal experience.

In suggesting the wisdom of supporting the purpose of Tourist Service Week by co-operating with the Tourist Bureau at the community level, we note with pride the fact that in the past three years alone we have produced for far-seeing sponsors films in every category mentioned above. Six of the first seven subjects to be distributed by the Canadian Government Travel Bureau through 63 libraries in the United States were produced by us for the National Parks Bureau. Members of our staff have produced 32 motion pictures currently being distributed throughout the world in Canada's tourist promotion effort. The total audience for these films is now numbered in the many millions.

We're going all out ourselves to make Tourist Service Week an outstanding success. The Tourist Business is Our Business, Your Business, and it's Mighty Good Business for all of us in Canada.

Canadian Film Awards

Heartiest congratulations to Quebec Productions Corporation and the National Film Board for the awards presented to them in Ottawa on April 19. We were also cheered to receive an award for "Zero de Conduite", the safe driving film produced for Molson's, which meant that it was the best sponsored motion picture made by any Canadian commercial producer last year. The fact that the Prime Minister himself presented the awards gives further stature to the thriving film production industry in this country.

Trade Fair Theatre

The Canadian International Trade Fair (Toronto, May 29-June 6) will again have a 16mm theatre so that exhibitors can prove their sales points to buyers by giving film demonstrations of their products in action. All first run theatres in Canada are this week showing our Trade Fair trailer.

New Faces from the British Isles

Recent and welcome additions to our staff include sound engineer Anthony Betts, who learned his electronics at Cambridge University, England, and was project engineer with R.C.A. Victor; Stanley Moore, who was a producer with Hibernia Pictures Limited of Dublin where he worked under famed director Gabriel Pascal; Anthony Wood, of Belfast, who has just completed a two year tour of South Africa writing for several theatrical magazines; writer Juliet Blatchly, of London; and cameraman Dick Shepheard, who joins us from United Motion Pictures of London.

Five-second Items

Thanks for the hundreds of reply cards we received from last month's Crawley Commentary, and for the many thoughtful and constructive suggestions they contained.... interesting to compare the 3,500,000 TV sets being made in the U.S. this year with the 6,500 receivers manufactured in 1946.....National Industrial Advertisers Association producing a colour film designed to point up and document the power of industrial advertising.....Chief Engineer Rod Sparks and Chief Cameraman Tom Glynn just back from a special course on colour films given by Eastman Kodak in Rochester.

Yours sincerely,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors · 19 Fairmont Avenue, Ottawa, Canada.

12 June 1950

Agencies Swing Towards Film Medium

We don't know whether it is caused by the advent of TV film production (see attached item from Advertising Age), or the fact that every account executive of every agency regularly receives this newsletter, or even because we make quality films on reasonable budgets, but we certainly notice a decided increase in the number of film production contracts placed with us through advertising agencies.

Either just completed or presently in production are nine films for these seven well-known agencies - Cockfield Brown, J.J. Gibbons, James Lovick, McKim Advertising, Spitzer & Mills, Walsh Advertising, and Young & Rubicam.

Leading agencies in Canada, the United States and England are becoming extremely film conscious. They realize that only film can guarantee ten to thirty uninterrupted minutes of the public's concentrated time. They realize that this can be delivered for only a few cents per person through the vast network of 400 Canadian film libraries and councils. And they realize that films can dramatize a product, a plant or a plan and thus move people to action.

Many agencies now employ their own film experts and departments as liaison between their client and the producer. Many U.S. agencies group Film and TV into the same department and this may well be the pattern here. We like working with such agencies - through them industry is sponsoring more and better films which increase production and distribution and provide a higher standard of life for us all.

Canadian Sport Films Available

Last year we were privileged to produce the films of Canada's two top sporting events - the football and the golf championships.

"Parade of Champions", Neilson's exciting colour film of the Grey Cup Football Classic, is getting terrific distribution from coast to coast and there's a great deal of comment about the freeze frame technique used to explain the T-formation. The film is available to schools, clubs and groups of all kinds in either English or French from your nearest community film library or direct from the Distribution Department of Crawley Films Limited, Ottawa.

And if you golfers want to lower your handicap, get your club to ask us for "Par Breakers", the dramatic story of the winning of the 1949 Seagram Gold Cup! Not only do you see the hole-by-hole story of Dutch Harrison's driving finish, but the film features a golf clinic with some of the world's best-known golfers demonstrating their specialty shots.

Operation Holidays

In the interest of production efficiency this H.Q. will close for staff holidays at 1700 hours Friday June 30 and reopen at 0830 hours Monday July 17. A small rear party will remain, but the studio, the service department and the equipment sales division will be closed.

Business Film Survey

Business Screen Magazine of Chicago reports the significant results of their extensive survey of business films in the United States.

The average business film runs 25 minutes, although most films made for public showings do not exceed 20. 58% are in colour.

The main classifications of sponsors come in this order: electrical manufacturers, petroleum refineries and distributors, railways and airlines, public utility companies, health associations. Other leading sponsoring industries are farm implements, chemicals, automobiles, banks, insurance companies and building equipment.

58% of business films are produced for the general public or consumers.
26% produced for definite prospects or prospective customer groups only.
10% for salesmen and dealers only.
6% for sponsor's employees only.
3% created for the schools alone.
2% created for stockholder showings.

Is This a Fair Question?

If you had gathered together an important group of men and women to whom you very much wanted to put across your advertising or public relations story, which method would you prefer to use?

1. Give them pamphlets and papers to read on the subject.
2. Talk to them about it through a loud speaker.
3. Screen for them a sound colour film dramatizing your story.

You would?

Well then, why not?

Five-Second Items

R.C.A.'s General Sarnoff predicts that 9 million homes will have TV by the end of this year and that within five years TV will be a $3 to $5 billion industry.....More than 4,000 businesses in the United States have public relations men or departments.....Dynamic and charming Kate Aitken, well known radio commentator called "the world's busiest woman", in the studios last week starring in a new film "Pride of Possession" for Central Mortgage and Housing Corporation..... designed to show steps in obtaining C.M.H.C. house building loans, film is to be premiered at the Canadian National Exhibition.....sequences were shot at C.K.O.Y. which promptly aired what may be the first actuality broadcast of a film being shot in a radio station.....youth and experience make an effective combination - of the 45 men and women on our staff, none are over the age of 42 - yet they combine a total of over two centuries of film experience!

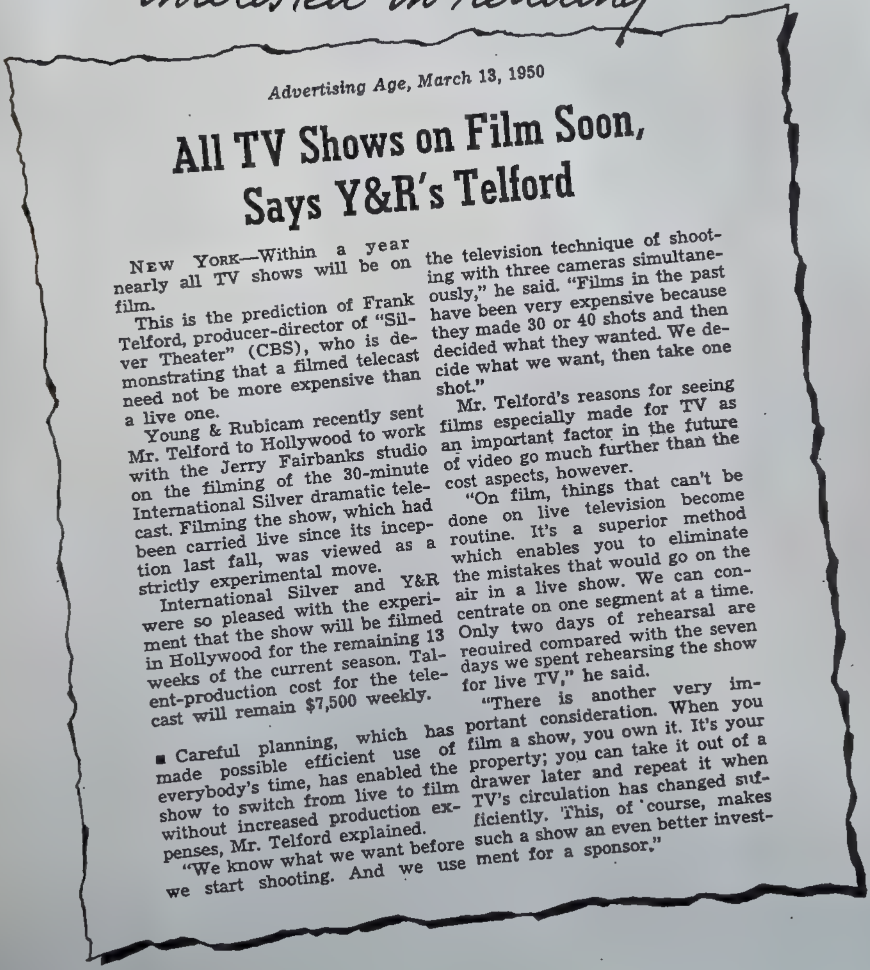
Yours very truly,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

PRECISION
FILM LABORATORIES, INC.
21 WEST 46TH STREET
NEW YORK 19, N. Y.
JUDSON 2-3970

Here's something we thought you'd be interested in reading—



Advertising Age, March 13, 1950

All TV Shows on Film Soon, Says Y&R's Telford

NEW YORK—Within a year nearly all TV shows will be on film.

This is the prediction of Frank Telford, producer-director of "Silver Theater" (CBS), who is demonstrating that a filmed telecast need not be more expensive than a live one.

Young & Rubicam recently sent Mr. Telford to Hollywood to work with the Jerry Fairbanks studio on the filming of the 30-minute International Silver dramatic telecast. Filming the show, which had been carried live since its inception last fall, was viewed as a strictly experimental move.

International Silver and Y&R were so pleased with the experiment that the show will be filmed in Hollywood for the remaining 13 weeks of the current season. Talent-production cost for the telecast will remain $7,500 weekly.

■ Careful planning, which has made possible efficient use of everybody's time, has enabled the show to switch from live to film without increased production expenses, Mr. Telford explained.

"We know what we want before we start shooting. And we use the television technique of shooting with three cameras simultaneously," he said. "Films in the past have been very expensive because they made 30 or 40 shots and then decided what they wanted. We decide what we want, then take one shot."

Mr. Telford's reasons for seeing films especially made for TV as an important factor in the future of video go much further than the cost aspects, however.

"On film, things that can't be done on live television become routine. It's a superior method which enables you to eliminate the mistakes that would go on the air in a live show. We can concentrate on one segment at a time. Only two days of rehearsal are required compared with the seven days we spent rehearsing the show for live TV," he said.

"There is another very important consideration. When you film a show, you own it. It's your property; you can take it out of a drawer later and repeat it when TV's circulation has changed sufficiently. This, of course, makes such a show an even better investment for a sponsor."

16 MM FINE GRAIN PROCESSING
SOUND AND COLOR

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

July 17, 1950.

SCOOP! Big Summer Projector Sale!

Don't think you are in the Summer Silly Season when we tell you that an exceptionally fortunate purchase by our Equipment Division enables us to offer Audio Visual Educator 16mm sound projectors at the hitherto unheard of price of $249. complete! These are brand new, top quality, precision-built machines and have been already well proved in the field.

Readers of "Crawley Commentary" are being given the first opportunity to equip their business, home, church and school at this ridiculously low price. Buy several now for Christmas gifts - next week may be too late! Full particulars from Equipment Division, Crawley Films Limited, Ottawa.

Advertising Agencies use Sales Training Films

O'Brien Advertising Limited of Vancouver has purchased eight sales training films and made them available to all their clients. The agency reports that so far the films have been screened (two at a time in four sessions) for the personnel of a dozen clients who have all shown considerable enthusiasm and in some cases requested repeat showings later. As far as we know this is a unique agency service in this country.

McKim Advertising Limited has compiled a catalogue of no less than thirty-four sales training films which the Agency can quickly obtain for its clients. "The film medium places your recipient in a darkened room, and forces his attention upon a small bright space in which your story is graphically told", states McKim President James Baxter in the preamble to the catalogue, "with no other medium can you obtain complete, uninfluenced attention on your story."

Calling Montreal!

Our Ottawa studios are very close to Montreal - only three hours by car - two hours by train - forty-five minutes by T.C.A.(plug), .70¢ by Bell Telephone(plug)... Over the past couple of years we have been able to develop actively a considerable business there and our producers and cameramen range happily back and forth between the two cities.

At present we are producing for six Montreal concerns and we are extremely proud of our current and recent Montreal production accounts - such great organizations as Canadian Industries Limited, Trans-Canada Air Lines, House of Seagram, Bell Telephone, Canadian Pulp and Paper Association, Molson's, Montreal Department of Public Works, Northern Electric, Canadian Institute of Plumbing and Heating.

Hot Weather Figures

If you are interested in Canadian film production you may be surprised by these facts and figures on our current very heavy production schedule.

52% of our work consists of films for advertising and public relations,
20% for education,
17% for Government (federal, provincial and municipal),
11% for industrial training.

26% of current assignments are either solely in French or include French versions. Sponsors evidently realize the power of the film in the great Quebec market.

19% of our production is for United States sponsors. Films are being readied for such organizations as McGraw-Hill, Coronet, International Film Bureau and the Grenfell Association of America (a lucky camera and sound crew are in cool Labrador this month - I'm in the wrong branch of this business).

While our films are made for clients in Toronto, Montreal and Ottawa, we are also producing right now for organizations in New York, Chicago, Boston, Fredericton, Quebec, Peterboro, Kitchener, Edmonton and Victoria.

Five-Second Items

Director of Distribution W.A. Macdonald leaves us this month to return to federal government service as Education Officer of the Department of Fisheries...... we are grateful for the efficient way Bill has set up our system for the national distribution of sponsored films and which will now be handled by Earl Valley...... growth of U.S. TV really dramatized for me in the current FORTUNE which points out that while 1949 home radio sets outsold TV sets three and a half to one - this year one TV receiver is being made for every two radio sets.....U.S. Office of Education has issued a catalogue listing 220 U.S. government 16mm sound films now available for TV use...... for a company interested in approaching Canadian youth under the best of auspices, we have a national youth organization looking for industrial sponsorship of their film program....."Business in Motion", the page of new film descriptions in CANADIAN BUSINESS is proving a popular and useful feature...... we'll be shooting the Canadian Open again next month in Montreal and are already making plans for football shooting - the year does go round doesn't it?......sure hope you are able to get away this summer for a long, cool, quiet vacation..... Relax, it's later than you think.

Yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film-Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

August 21, 1950.

PROJECTIONIST'S PRIMER

With the coming of Autumn we feel we should deliver a few carefully chosen words on the important subject of Projection. As producers, we are sometimes grieved by the careless way films are screened in business, industry, schools and churches. A good film can be ruined by poor projection and films thus shown don't train, sell, advertise, educate or entertain.

Minimum equipment required includes 30 feet of heavy duty power supply extension cord (#14 wire), a glass beaded screen for average situations, enough speaker cord to keep it away from trampling and tripping feet, spare projection lamp, exciter lamp and reel. A collapsible metal projector stand and a spare projection lens of a different focal length are also most useful.

Set up your hall as much like a theatre as possible, with screen well above head level at the front of the hall. Use all your ingenuity to see that the crowd gets the maximum reflection from the screen. They should be no closer to it than twice its width and no more than 30 degrees on either side of the centre aisle. Black out all stray lights, check room ventilation and if possible give yourself lots of elbow room by keeping seats away from the machine. The picture should just fill the screen, leaving no disillusioning white margins.

Place your speaker beside the screen and midway from top to bottom, directly toward the centre of your audience. If this means adapting your speaker to fit some type of stand, the results in good sound reception are well worth it. Never place your speaker on the floor, never on a piano, and please remove all loose articles from the speaker enclosure -- they rattle.

When starting the show, be sure the film aperture is free from dirt. If the film is threaded so that plain black leader is behind the lens, this gives a brief moment for the projector to gather speed and for you to switch on your lamp and be ready to set the sound controls. A quick trial before the meeting for correct focus and volume will help you to get away to a professional start. Maximum lamp wattage is best for colour films.

When the projector is running, don't leave it -- you may need to make slight adjustments for best volume and tone quality. Make all the adjustments gradually -- never remove a frame line with a quick twist of the knob, or bring up your volume with a jerk. Keep your volume as low and as level as possible and never force it. If you have a film break (it happens occasionally to the best of operators) remember that a few words to your audience lets them know what to expect and then at your ease you can go about the business of getting the film back on the screen.

Near the end of your show be prepared to switch off the projector lamp the instant the end titles fade from sight and thus avoid all the weird flashing designs that appear if the lamp is left on. At the same time be sure to turn down your volume as the title ends, completing a really fine show and feeling confident that your care and thoughtfulness has delivered the film's message with maximum impact.

Staff Sketches No. 8 - Irving Wooh Dooh, C.B.E., B.Sc.

We are pleased that our educational film production staff now includes Brigadier Irving Dooh, a chemical engineer from the Massachusetts Institute of Technology and Yenching University.

He has had a distinguished background of experience packed into not too many years. A Brigadier General with the Chinese Nationalist Army, he served with the Allied forces in the India-Burma theatre and the Pacific Islands during World War II, and was the Assistant Director of Military Intelligence of the Chinese Supreme Headquarters. Four times mentioned in despatches, he was made a Commander of the British Empire and awarded seven Chinese decorations besides the Medal of Freedom of the United States. Since 1948 he has been Military Attaché at the Chinese Embassy in Ottawa.

As an expert photographer and as the former Director of the Photographic Division of the Chinese Department of National Defence, Mr. Dooh brings with him a wide experience in photographic technology, besides a broad understanding of human nature. We hope you will meet him soon.

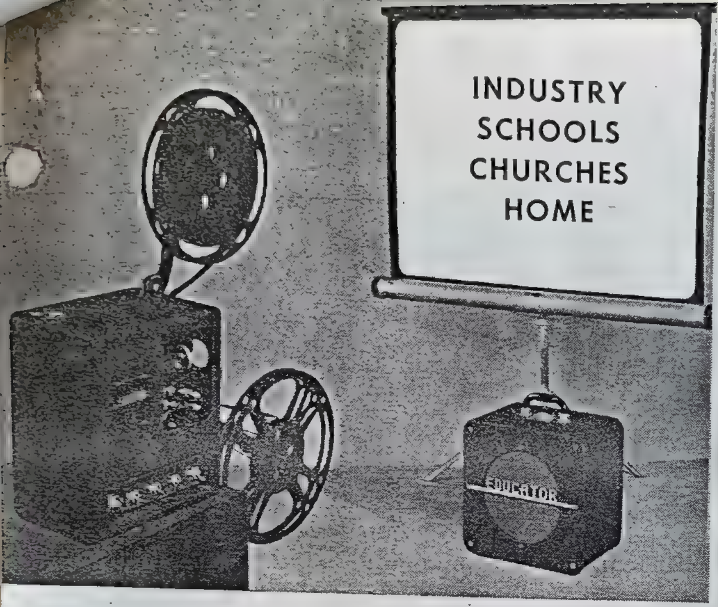
Need a Projector?

So many inquiries and purchases resulted from our brief announcement of the startling sale of new 16mm Educator Sound Projectors at only $249, that we are attaching a descriptive sheet. Formerly selling at $395 and up, over 800 Educator Projectors are in use in Canadian industry, school, churches and homes right now....... Supply is limited, so if you are going to need projectors, please act today!

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.



EDUCATOR MODEL C PROJECTOR AND SPEAKER

THE AUDIO VISUAL

EDUCATOR

MODEL C 16 m.m. SOUND

PROJECTOR

THE LOWEST PRICED
QUALITY 16 m.m. SOUND PROJECTOR
IN CANADA TODAY
WITH THESE FEATURES:

The Educator is a unit that is thoroughly well engineered in every last detail to give you many years of trouble-free service. Compact, light and attractively finished, it will serve small and medium sized audiences equally well. Full specifications are as follows:

- PHOTOCELL—"Everlasting" latest non-microphonic plated-on-glass type—no mechanical or structural noise—over five times as sensitive—not critical on voltage or exciter lamp temperature—longer life.
- EXCITER LAMPS—Low priced—operate under voltage for longer life—4 volt .75 Amp. single contact bayonette base.
- COOLING—Power draft ventilation to lamp house—optical system and film channel.
- OILING—Central reservoir with wick lead—replenish supply each four months.
- MOTOR—110 volt Universal DC or 25-60 cycle AC.
- SPEED—silent 16 or sound 24—two speed Lee governor.
- SHAFT BEARINGS—Ball bearings—sealed in grease.
- SHUTTER—Three blade flickerless shutter.
- MECHANISM—single unit construction—only six screws to remove completely.
- OPTICAL SYSTEM—Straight-in-line—adjustable reflector.
- TILT—Quick tilt—spring mounted and finger controlled.
- CONTROLS—Silent, sound, lamp, motor, threading switches, volume tone, off-on.
- LENS, 2" F1.6 revolving barrel type, lock screw, one to four inch focal length may be used.
- FILM CHANNEL—Ventilated low pressure shoe, side tension plate, hand framer.
- LAMPS—750 watt supplied, 1000 watt may be used—standard pre-focus base.
- REWIND—Power rewind—no interchanging of reels.
- SHUTTLE—Special three claw, spread over five frames—spring loaded.
- REEL ARMS—Permanently attached—fold against case as carrying handle.
- CASE—Rugged 1/16" aluminum—rounded corners—black crackle finish.
- WEIGHT—29 pounds.
- SIZE—Height 15"—width 12½"—depth 7 1/4".

Price including projector, speaker-amplifier, 10' power cord, 50' speaker cord, 1200' reel and instructions.

$249.

With Money-back Guarantee

SOLD AND SERVICED THROUGH
YOUR LOCAL SERVICE STATION OR

Crawley Films Limited

19 FAIRMONT AVE. OTTAWA, CANADA
BRANCH OFFICE 21 DUNDAS ST. TORONTO

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors · 19 Fairmont Avenue, Ottawa, Canada.

September 25, 1950

U.S. Government says Canada has Big 16mm Potential

You'll be interested to hear that the U.S. Department of Commerce "World Trade in Commodities" bulletin reports very favourable market potentialities for the sale of 16mm visual education films and equipment in Canada. It is pointed out that the use of 16mm films in industrial companies, fraternal organizations and private families is second only to the United States and increasing steadily. In Ontario it is estimated that 60 per cent of all clubs and fraternal organizations use 16mm projectors, one-third of them owning their own projectors.

The Bulletin also reports a decided trend toward the use of visual education aids in Canadian schools. Ontario schools already have 1250 sound and silent projectors while Quebec has 700 16mm sound, 300 16mm silent and 300 filmstrip projectors. Industries, schools and churches throughout Canada are purchasing new equipment, but especially those in Ontario, Quebec and British Columbia.

Thinking of Building?

Then look over the enclosed leaflet on Central Mortgage and Housing Corporation's new film "Pride of Possession". Starring Kate Aitken, called "Canada's busiest woman", the film was premiered in a special theatre at the Canadian National Exhibition and is ideal program material for young peoples' groups, home and school associations, church groups, service clubs, boards of trade — in fact any audience which includes prospective home owners.

Prints have been placed in the community film libraries of most of Canada's major cities. Ask the program chairman of your organization to book it for an early meeting. If the library in your city cannot supply it, just drop a line to the Distribution Department, Crawley Films Limited, Ottawa.

Screening Service in the Capital

Remember that when you require projection service in Ottawa, you have only to give us a call. Slide, filmstrip or motion picture, our own experienced screening staff will put on a professional show for you whenever you wish. If you have a very large audience ask for our 16mm carbon arc projection. Another Crawley service!

Quote of the Month

"The greatest responsibility of management is continually to bring fresh current thinking to business problems"

— Young & Rubicam, Inc.

New Equipment for Better Films

To speed production and keep all steps under our own control, we have put in a Bell and Howell 16mm printer modified for optical fades and dissolves by the A and B roll method. To give greater flexibility in the lighting of factories and other large installations, a 50,000 watt generator with four-wheel trailer has been specially designed and built for the Camera Department. New lighting, camera, editing and recording equipment have all been added in the past year.

But despite all this equipment, "Films are made by People" — watch for the new booklet with this title coming out soon.

Five-Second Items

22% of all U.S. TV network programs are either on film or a combination of live and film - in Canada the proportion of filmed programs probably will be much greater.....15,000 Canadian-made TV sets already in operation in this country.....Walsh Advertising of Toronto with a new bulletin, "TV Tips".....once again we are shooting all Ottawa Rough Rider football games for the Ottawa Quarterback Club - with every play covered, each game takes forty minutes on the screen - shooting some for Hamilton this year too.....the new film on the 1950 Canadian Open will be ready soon.....1949 profit for Canadian manufacturing industry averaged 5.8¢ of each sales dollar, with an average investment per employee of $8,400.....the British Army now making extensive use of training films - last year they sponsored 115 films and filmstrips and their use of training films runs to 9000 screenings per month.

May We Help You?

The information in these newsletters is necessarily pretty general but we stand ready and willing to answer your specific film questions. With a large staff of technical experts and an even larger reference library on films, we find we can dig out the answer to most any film question.

With a decision at last in favour of TV colour in the U.S., with 90% of all our own films now shot in colour, and with a swing to fall colour outside this window, perhaps it is in order to say

Chromatically yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

Pride of Possession

. . . The New,
heart-warming film
of Mr. and Mrs. Canada

HOME-BUILDERS, HOME-OWNERS!

Pride of Possession

Here is the story of Frank and Marion MacIntyre and how they financed construction of a house—their dream-house—under the National Housing Act.

Featuring a top radio personality—KATE AITKEN.

PRIDE OF POSSESSION is the vibrant, factual account of a typical young married couple. It's as fresh as a spring morning—as Canadian as maple syrup. All young Canadians with a house in their future should see this outstanding new motion picture.

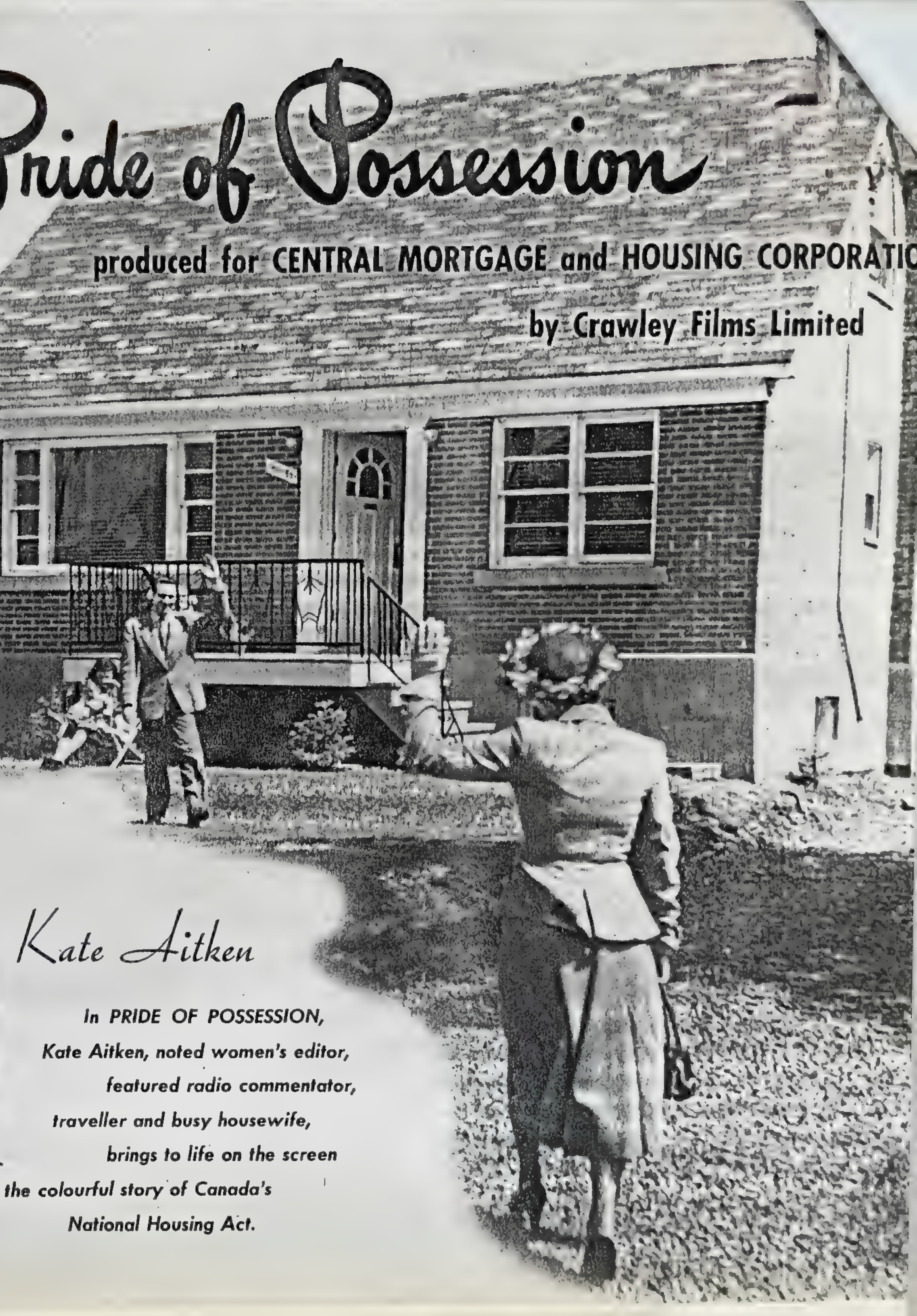
PRIDE OF POSSESSION is the down-to-earth story of modern house financing in Canada . . . PRIDE OF POSSESSION takes you to the bright new living room of 'The MacIntyres' . . . illustrates in graphic story-form the easy steps to home building and ownership through National Housing Act loans.

PRIDE OF POSSESSION—A new 16mm sound-color film on the lending facilities of the National Housing Act. Produced for Central Mortgage and Housing Corporation by Crawley Films Ltd., Ottawa, Canada. Running time: 17 minutes. Prints may be obtained on loan from your nearest community film library or direct from Distribution Department, Crawley Films Limited, 19 Fairmont Avenue, Ottawa.

Pride of Possession

produced for CENTRAL MORTGAGE and HOUSING CORPORATIO

by Crawley Films Limited



Kate Aitken

In PRIDE OF POSSESSION,
Kate Aitken, noted women's editor,
featured radio commentator,
traveller and busy housewife,
brings to life on the screen
the colourful story of Canada's
National Housing Act.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors — 19 Fairmont Avenue, Ottawa, Canada.

October 30, 1950

Music on Your Film?

In the early days of silent films it was found that certain scenes, no matter how well acted, failed to "come off". It was difficult for an audience to feel any great change in mood from the excitement of the chase to the emotion of the tender love scene if the whole thing was accompanied by the crackling of peanut shells and the rattling of popcorn bags. The old pit pianist did much to create the proper atmosphere by playing "appropriate music", but he still left much to be desired.

In the modern film, music has a much more important part to play. Even while the lead titles are on the screen, the music is preparing the audience for what is to follow, setting the mood, and in some cases suggesting the locale of the picture. Then without going to the extremes of the old vaudeville drummer who used to catch every action with a strong drum-beat, the music can accentuate the natural rhythm of the picture. It can add to the effectiveness of actual sound effects, build up to climaxes, and by suddenly disappearing it can create dramatic silences.

However, if used for its own sake alone, music tends to lose its effectiveness. So as soon as a film has been edited, the producer and the composer screen it several times, and decide where music will help the picture and where it should be left out.

The composer writes the music in a number of short sections, usually from one to two minutes in length. Where the music is continuous the sections are written so that they will flow together. Short sections are used because they are easier for musicians to play without mistakes and they can be more easily synchronized with the picture.

How does the composer write the music to synchronize with the picture? First he divides the film into sections according to the rhythm. Then, knowing the footage of each section, he converts it into minutes and seconds. Guided by the rhythm of the picture he works out how many bars of music he must write to cover that time. Where the rhythm is constant throughout the section he can do this with a metronome and a stop watch. Where there are changing rhythms the composer puts markers on his score (in footage or seconds), and when he is conducting that section uses a footage meter, a stop watch, and/or the picture itself as a guide.

Usually the composer writes a brief sketch of the sections, indicating the instruments to be used and outlining the melody, harmony and rhythm. From this he writes the finished score and gives it to a copyist who copies each part for individual instruments. When the copying is completed the parts are carefully checked for mistakes, for any delay in a recording session is costly.

Finally comes the recording session. The best musicians are selected and they give undivided attention, for they too realize that delays are costly. The Conductor uses a metronome to get his starting tempo, then he watches a footage meter or stop watch to check the markers that he has put on the score. Sometimes he is able to "get the feel" better if the film is projected on a screen in front of him - and he conducts to picture. If a musician makes a mistake, the conductor immediately stops the orchestra and begins that section again. Each section is recorded on high-fidelity synchronized magnetic tape.

The good "takes" are then selected, recorded on film, and synchronized with the picture. This music track is then mixed with the sound effects track and the voice tracks to make the final combined sound track. And the music of another Canadian film has been completed!

We are proud to be the only studio in Canada with a full-time Director of Music. William McCauley, Mus. Bach., is an Associate of the Toronto Conservatory of Music where he was with the Conservatory Symphony and played and arranged for Horace Lapp's Orchestra at the Royal York and over the CBC National Network. While Director of Music at the Ottawa Technical School he was chosen by the Toronto Conservatory to compose the score representing Canadian Music at the Conference of Music Educators of America in Detroit. Bill is also founder and Conductor of the Ottawa Pops Orchestra.

"Growing With Canada"

Canada's film production industry continues to grow steadily and new companies are welcomed by the Association of Motion Picture Producers and Laboratories of Canada. This active trade association now has 21 member companies across the country. As the belaboured Secretrary-Treasurer the writer can give you full information.

Our own company, with increased staff and facilities, now has in hand what we believe to be the most extensive production schedule in Canada. In various stages of production, from planning and scripting to recording and printing, are business or educational films for Imperial Oil, Central Mortgage and Housing Corporation, Bell Telephone, Canadian Pulp & Paper Association, McGraw-Hill of New York, Molson's, Quaker Oats, Noranda Mines, Canadian Institute of Plumbing and Heating, Canada Wire and Cable, Dairy Farmers of Canada, International Film Bureau of Chicago, House of Seagram, City of Montreal, Quebec Pulp & Paper Safety Association, J.M. Schneider, Strathcona Trust, Grenfell Association of America, Films Inc. of New York, George Weston Limited, Interprovincial Pipeline, and the Alberta and New Brunswick Governments.

Five-Second Items

The Canadian Association for Adult Education states that Canada makes more extensive use of films in adult education than any other country in the world ..... Arthur A. Crawley, F.C.A., has been re-elected as a national director of the Canadian Chamber of Commerce - his wise counsel has meant a great deal in the steady growth of our company ..... Canadians spent a record $78,000,000 going to the movies last year ..... think you'll like the new booklet "Films are Made by People" ..... The increasing use of film in television was dramatized when General Mills placed an order with an American West Coast producer for a series of 260 half-hour TV films ..... in Canada there are already 18,000 TV receivers with the C.B.C. still aiming at stations in Toronto and Montreal by the fall of '51 and Ottawa on the air a year later.

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

December 4, 1950.

HOW DO YOU CHOOSE A PRODUCER?

As a guide to film sponsors we call your attention to the four basic considerations in selecting your producer, as suggested by Business Screen Magazine of Chicago.

1. Experience:
   What films has the prospective producer made which are clearly identified as his full responsibility?

2. Financial Stability:
   Is the producer able to carry out the intended assignment according to terms and without requiring emergency assistance? ~~or "saving" against an agreed quality of production?~~

3. Creative Staff:
   If the producer carries the full responsibility from idea to the screen is the creative effort drawn from facilities under his complete control?

4. Physical Facilities:
   Does the producer maintain the physical facilities to complete the various phases of contemplated production, from script to the screen? Are they adequate?

If you are truly satisfied with your present producer we would do nothing to disturb that happy relationship because we are glad of the steady, solid growth of Canada's commercial film production industry. But if your films do not have the imaginative and technical qualities to which you believe you are entitled, then we will welcome the opportunity of showing you the results of coming to Crawley's.

TELEVISION IN ENGLAND

Regarding TV in England, the British magazine "Film Sponsor" quotes their Postmaster General as follows: "Television will become standard equipment in all schools and hospitals.... it might be widely used for training in industry and for the teaching of highly specialised technical subjects.... it could be used to demonstrate new British industrial products, thereby helping our export market...." The magazine further states that the Government is committed to supplying 80% of the British public with television by 1954 and points out that the only way of turning out popular programmes and round-the-clock telecasts, is by the increased use of films.

Film Shipments

What is the fastest and least expensive method of shipping films around Canada? As a service to sponsors we have compiled a simple chart of costs and times when shipping a two-reel (5 lb.) film between various Canadian cities. The chart compares air express, rail express and parcel post. Let us know if you would like us to send you a copy.

The chart provides another proof of the wisdom of our Sponsored Film Distribution System which cuts costs and increases bookings by the placement of prints in key depots from coast to coast.

New Book on Business Films

Just received an advance copy of "THE FILM BOOK for Business, Education and Industry" written simply by Bill Wilson, former production manager of J. Walter Thompson's Motion Picture Department, and Kenneth Haas, Chairman of the Department of Marketing, Loyola University. It deals with films in marketing, industry, public relations, education, medical work, religion, and television. It covers all phases of business film production and distribution. Prentice-Hall Inc., 70 Fifth Avenue, New York, is publisher.

"Child Development"

Educationists everywhere will be interested in the series of five two-reel motion pictures with follow up filmstrips we have just completed for McGraw-Hill Company of New York on the fascinating subject of Child Psychology.

Development patterns of normal infancy and childhood are portrayed and analyzed. Children of varying ages are photographed with charming naturalness in their group activities, in those moments when they play by themselves, or when they are busy with the routines of everyday family life. Hereditary traits and the stimuli of environment are shown reflected in each child's behaviour pattern. In focusing on these varied patterns, the films present a wealth of information on what to expect of the normal child, how to recognize and handle his particular problems and provide for the fullest development of his personality. This information will better equip parents, teachers and students in their job of understanding children and helping them to achieve a happy, well-balanced maturity.

Titles are "Principles of Development", "Heredity and Pre-Natal Development", "Child Care and Development", "Children's Emotions" and "Social Development". In Canada the films may be purchased from McGraw-Hill Company of Canada Limited, 50 York Street, Toronto.

Staff Sketches No. 9 - New Additions

Our production staff has been greatly strengthened with the recent addition of three experienced men. Art Director John Maxted gathered his specialized experience at the Ontario College of Art and Art Associates Limited of Toronto and he was Art Director of the Russel T. Kelly Advertising Agency of Hamilton. John Harris learned film production with Warner Bros. of England. Munroe Scott has just completed his Master's degree in Playwrighting at Cornell University. Welcome, gentlemen - time will not hang heavy on your hands!

Sincerely yours,

Graeme Fraser

Graeme Fraser
Assistant General Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

January 22, 1951.

"Films Are Made by People"

Despite the fact that our 16mm recording, camera, and printing equipment is unexcelled in this country, we believe so deeply in the above principle that we have prepared the enclosed booklet to introduce our people to you.

These are the people who in 1950 produced the amazing total of 48 motion pictures and 10 filmstrips for industry, government and education - making us Canada's leading business film producer.

These are the people who have won a dozen national and international film festival awards.

These are the people who have worked long, hard hours to develop the high quality of our recording and optical effects printing equipment.

These are the people who with creative imagination, ingenuity and initiative are available in 1951 to produce for you the quality films which sell, tell or train.

If you would like for your associates a few extra copies of "Films Are Made by People", we would be delighted to send them along.

TV Tid-bits

At the request of N.B.C. Television News (we represent them in the Capital), Prime Minister Attlee recorded a special sound film sequence for our cameras on the occasion of his visit to Ottawa last month..... U.S. set ownership is up to 18% of all families..... 8,500,000 sets are installed in the 63 TV areas..... a Weed survey of 105 operating stations showed that all are equipped with 16mm projectors, only 27 with 35mm..... TV Magazine points out that good quality 16mm will equal similar quality 35mm film on the present band width of 4 megacycles - dares even film producers to correctly guess the width of film being televised..... hearty congratulations to Lorne Greene on the success of Canada's first Television Clinic.

"Tomorrow Today"

You'll be interested to see our new film "Tomorrow Today", highlighting some of Chemistry's contributions to modern living. It's available on request in either English or French from C.I.L.'s Motion Picture Division, Montreal.

SPONSORED FILMS FILLING PUBLIC NEED (reprinted from Canadian Film News)

There is a new shape and purpose to some of the films that Canadian industry sponsors. The new films constitute "public relations" in the broadest sense, as distinct from direct advertising.

There are many proper uses for direct-advertising films sailing under their own colours. But when they crop up on programs which are ostensibly information, education or entertainment, they have been known to irritate spectators and to create bad feeling toward the sponsors and their products, especially when they browbeat the helpless prospect with a trade-name repeated ad nauseum.

Today Canadian industry is making a number of information films which really answer people's needs and contain little or no advertising - films like C.I.L.'s MORE POTATOES, THE LOON'S NECKLACE sponsored by Imperial Oil, OPERATION MOOSE for Carling's through McKim Advertising, and the TECHNIQUE IN TRAUMA series sponsored by Chas.E.Frosst & Co. for the medical profession. Such films are reaching the public through film councils, the Canadian Film Institute, public libraries, the National Film Board, the National Medical Film Library and the nation's classrooms, and they are creating respect and good will for their sponsors.

Federal government production or sponsorship can only partially meet the need for information films, because large areas of service to the public lie outside the recognized responsibility of government. The growing activity of business in making interesting films can do much to supply this need.

The demand for high-quality information and documentary films is very great in Canada, and is steadily growing as distribution becomes more organized and systematic. The need and the opportunity exist to serve today's and tomorrow's audiences - audiences which are placing their requests daily with 16mm film distribution centres. It is to be hoped that Canadian business will respond on a growing scale to this need and this opportunity.

Five-Second Items

Would Sales Managers mind noting that in a recent poll of purchasing men made by the magazine "Purchasing", 87% reported that they found audio visual methods more interesting and helpful than the ordinary sales interview..... F.R. Crawley is the new V.P. of the 22 member-company Association of Motion Picture Producers and Laboratories of Canada..... a 100-page "Survey of Film Services in Canada" is available for 50¢ from the Canadian Association for Adult Education, 340 Jarvis Street, Toronto..... use of films for advertising and training in the U.S. dramatized by the estimate that there are 160,000 16mm projectors in 120,000 companies and institutions..... 84% of all U.S. high schools have their own projectors..... entries for the 1950 Canadian Film Awards must be in by February 1..... our Sponsored Films Distribution Department working overtime - in the first seven months after release, over 135,000 Canadians at 1,000 screenings have seen Neilson's "Parade of Champions", the story of the 1949 Grey Cup football final - and the film is still going strong..... "THERE IS SOMETHING FOR YOU at the Canadian International Trade Fair, May 28 to June 8"..... perhaps it's that film there is still time for us to produce for your exhibit..... a wish for you before we're done-- a Prosperous, Peaceful '51.

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

February 26, 1951.

The Power of Advertising

A swift, direct and persuasive explanation of the power of advertising is not the simplest story to tell. "Power of Pennies", recently produced by us for the Dairy Farmers of Canada, not only tells the advertising story clearly but makes it dramatic and of personal concern to the Canadian dairy farmer.

The film's dairyman interlocutor, played by well-known CBC actor Frank Peddie, clearly states the current position of dairy products in the retail food markets of Canada. He points to the aggressive, competitive and successful advertising campaigns carried out by other food producers and the tobacco and soft drink people. He introduces the success story that is to be studied south of the border and points out the manner in which the Dairy Farmers of Canada have adapted the American Dairymen's Association program to its own needs. Finally, he makes an appeal to all dairy farmers to support the advertising campaign.

As a concise appraisal of an industry's position and plan for action, "Power of Pennies" is of interest to advertising and promotion men in other fields.

First Aid to the Injured

As Canada moves into a Civil Defence program on both local and national levels, the teaching of First Aid becomes of prime importance. Industries and associations of all kinds are increasingly concerned with First Aid Training. You may want to investigate the complete series of 20 sound slide films on the subject produced and distributed by us for St. John Ambulance Association.

Available, sound or silent, in French or English, this is the largest slide film program on any subject ever produced in this country. In the United States they are distributed by the Society for Visual Education, Inc. of Chicago. Please pass along the enclosed descriptive leaflet to the official in your organization most likely to be concerned with First Aid.

Quote of the Month

"No business has the moral right to allow itself to be unexplained, misunderstood, or publically distrusted; for by its unpopularity it poisons the pond in which we all must fish." - Bruce Barton.

TV Tid-bits

Canadian TV will be programmed in 15 and 30 minute segments; therefore, to allow for commercial announcements, sponsored films should run either 13 or 26 minutes..... Some 5,000 advertisers are now using U.S. TV..... 75% of British Television Newsreel items are shot silent with small hand cameras..... just received a letter of inquiry about our films from the new TV station in Mexico City and learned that there are only 3,000 sets in that country..... with no stations of our own as yet, Canada had 37,000 sets installed at the end of the year with present Canadian production at 5,000 per month..... significant?

"Producer to the Producers"

Does it surprise you to learn that there are no less than 58 motion picture producers, large and small, in Canada? This is in addition to the National Film Board and seven provincial government film units.

One branch of our operations about which you have probably not heard but which could be of interest to you is our 16mm Motion Picture Producers Service. For smaller producers with limited equipment and facilities and for industries and provincial governments who do their own shooting, we provide any or all of the following services: recording (latest Maurer multiple track), commentary, work printing, edge numbering, editing, titling, animation, dialogue sound sequences, musical scores, fine and negative cutting, release printing, studio rentals, and sponsored film distribution. For some producers all we do is their recording and release printing - for some industries we do everything except the actual photography.

To the film industry, it means that anyone can take advantage of our modern facilities and staff of 50 experienced people - to you it means that the heavy overhead of expensive equipment is spread across one hundred jobs each year and film budgets are lowered to the place where they compete with any advertising or public relations medium. To you also it means that if you have some footage shot within your organization, you can take advantage of our extensive experience as "Producer to the Producers".

Five-Second Items

Toronto clients (and prospective dittos) please note that our telephone there is changed to Empire 4-5283 and that Stewart Reburn is at your service to discuss films at any time..... the U.S. State Department maintains over 1,000 16mm projectors overseas as part of their informational program..... The Canadian Film Institute (formerly called the National Film Society), 172 Wellington Street, Ottawa, has put out lists of available Sales Training, Office Practice, Industrial Safety, Fire Prevention, Traffic Safety, and Supervisory Films..... Business Screen reports that the average business film runs 23 minutes and that 61% are in colour..... due mainly to the magnificent pioneer work of the National Film Board's Distribution Department, Canada now has the amazing total of 265 community film libraries and 308 community film councils..... a poll of nutritionists in U.S. state health departments reveals that our "Why Won't Tommy Eat?" is second on the "Ten Best Sellers" list of nutritionist films used for health education..... so many requests were received for extra copies of our August newsletter "Projectionist's Primer" that it had to be re-run and additional copies are available..... grateful for the many letters of congratulation about our new booklet "Films Are Made by People" - want any extras for your associates?

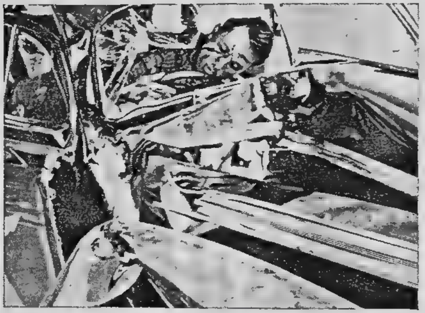
Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

Save

LIVES • INJURIES • TIME



FIRST AID TRAINING FILM STRIP SERIES

produced in Canada for

THE ST. JOHN AMBULANCE

by

CRAWLEY FILMS LIMITED

EACH DAY across Canada accidents strike — suddenly and without warning — in homes, in plants, in camps, in mines, in schools, on farms, on the highway.

In every case the injured can be helped or saved by proper first aid treatment. When accidents strike do you know what to do? Do your workers? Your family? Now you can learn first aid the easy, modern economical way with the new St. John Ambulance authoritative filmstrip series. Designed to give skilled instructions simply and clearly, these strips prepare you and your staff for any emergency.

Already these first aid filmstrips are being widely used in Canada by such organisations as the Canadian Pacific Railway, the Department of National Defence, the University of British Columbia.

Already praise of these new filmstrips has been received:

". . . Excellent and of definite value . ."—E.R. Nicholson, M.D. The Steel Company of Canada Limited.

"We are highly pleased with the results ! " A. Lloyd, Safety Director, Canadian Celanese Limited.

"These filmstrips have been of great value to our regional first aid supervisors and they feel the series is well worthwhile".—Charles Fenwick, M.D. chief of Medical Services, Canadian Pacific Railway.

"Ever since we have used the St. John filmstrips it has been apparent this new method of teaching has resulted in better trained employees".—J. K. Tambling, General Supervisor of First Aid, Canadian National Railways.

Look OVER THE COMPREHENSIVE LIST OF TITLES:

1. It's Knowing How (colour)
2. Introduction to First Aid
3. The Human Body
4. Dressings, Bandages and Slings
5. The Application of Bandages
6. Shock (colour)
7. Fractures and Their Diagnosis
8. Treatment of Fractures
9. Joints, Muscles, Nervous Systems
10. Circulation of the Blood and Types of Wounds (colour)
11. The Treatment of Wounds (colour)
12. Internal Injuries and Special Haemorrhages
13. Insensibility With no Breathing
14. Artificial Respiration
15. Insensibility With Breathing Present
16. Poisons
17. Miscellaneous Injuries
18. Routine Examination of the Victim
19. Transport with Stretcher
20. Transport and Reception

With over 1,000 individual pictures this is the largest filmstrip series ever produced in Canada. But it is priced low for availability to Canadian Industry, education and government.

SOUND FILM STRIP SERIES

$160.00

- 20—50 frame filmstrips (4 in colour)
- 10 big double sided records (English or French)
- instructor's manual
- specially designed carrying case

SILENT FILM STRIP SERIES

$90.00

- 20—50 frame filmstrips—4 in full colour
- Script commentary for each (English or French)
- Specially designed carrying case

EXTRA set of records for use in bilingual areas — $75.

— Ask us about sound or silent projectors for use with the series. —

order from:

Crawley Films Limited
19 FAIRMONT AVE. OTTAWA, CANADA

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

April 2, 1951.

MONTREAL - We're coming in!

President F.R. "Budge" Crawley last week announced the opening of our Montreal branch office in the Penthouse of the Dominion Square Building. Reasons for this expansion are these:

Quebec in general and Montreal in particular are in the midst of a tremendous industrial boom. Construction figures show that Montreal is growing faster than any other city on the North American continent except Houston, Texas!

One quarter of our present business comes from Montreal - and on-the-spot representation will strengthen our service to such well-known clients as Bell Telephone; Canadian Industries Limited; Canadian Institute of Plumbing and Heating; Canadian Paint, Lacquer and Varnish Association; Canadian Pulp and Paper Association; House of Seagram; Molson's; Northern Electric; Quebec Pulp and Paper Safety Association; Trans-Canada Airlines; and the City of Montreal itself.

We feel too that the new office will make it convenient for many other firms to deal with us, for despite its proximity we know that some Montreal organizations hesitate to be serviced from Ottawa.

The production of films for Television will be upon us soon and our new branch gives us screening facilities and over 1,000 square feet of shooting space when necessary.

Many of our films are in the French language and we will now be able to keep in closer touch with top flight French-speaking talent.

With modern studios in the Capital, branch offices in the industrial centres of Toronto and Montreal, and representation through associate producers throughout the West, this now gives us an ideal set-up for the production of films for industry, government and education. Our Toronto branch under Stewart Reburn has become a most successful operation.

But most important of all, Alasdair Fraser, an experienced producer and head of his own Company, is throwing in his lot with us and becomes our Montreal manager.

Staff Sketches No.10 - Alasdair Fraser.

The Manager of our new Montreal branch has had twelve years' experience in Canadian film production and distribution. In 1939 Alasdair Fraser set up the film division of Canadian Industries Limited and during the war was a Captain with the Canadian Army Film Unit in Europe. Three years ago he founded his own production company, Fraser Films Limited, operating from Montreal.

A graduate and now a Governor of Lower Canada College, and a Director of the Montreal Advertising and Sales Executives Club, his knowledge of Montreal and his extensive production experience will be of great value to our Montreal clients.

"Television Means Boom for our Movie Makers"

Just in case you missed it we are enclosing a copy of the above article from a recent issue of the Financial Post. It makes interesting reading for advertisers, agency personnel, educationists, in fact for anyone dealing with ideas, information, promotion, and public relations.

Preview in Korea

Highlights of this year's Grey Cup Championships were once again recorded on film - this time for George Weston Limited. At the request of the Department of National Defence, and through the courtesy of Weston's, the first print was rushed by air to the Canadian force in Korea.

"The Grey Cup Championships - 1950" was premiered at a banquet of the Toronto Quarterback Club. Ted Reeve's wire of greetings from Hollywood to the gathering suggested that Jack Jacobs, Winnipeg quarterback, be advised to switch to single wing at half time in the movie!

Clubs, schools and organizations of all kinds can get a print of this dramatic sports film from key community film libraries from coast to coast or direct from our Distribution Department.

Five-Second Items

The Joint Planning Commission of the Canadian Association for Adult Education has an interesting new brochure available on "Getting Ideas into Production through Press, Radio and Films".... the production of films for TV is now a $40,000,000 industry with a dozen U.S. companies producing at the rate of over a million dollars per annum.... Spiros Granitsas, producer for Radio Athens in Greece, has been attached to us for three months to learn Canadian methods of film-making - was awarded a fellowship by the Canadian Council of Reconstruction through UNESCO.... Presentation of this year's Canadian Film Awards to be in Ottawa's Odeon Theatre on April 22 - some 35 films have been entered in the national competition for the best theatrical feature, theatrical short, non-theatrical short, and amateur film, and reports have it that this year's quality is very high.... our series of five motion pictures with integrated filmstrips on "Child Development" for McGraw-Hill of New York are selling so successfully that we are producing a follow-up series of six films on "Adolescent Development" .... there was once a Chinese cameraman called One Long Pan.... U.S. expects to manufacture 7,500,000 TV sets this year.... the government believes in the power of films during unsettled conditions - despite Ottawa's economy wave, National Film Board estimates are up nearly a fifth over last year.... are films included in your appropriations?

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

May 7, 1951.

Million Dollar Sale from One Screening!

You will find most interesting the following letter we have just received from the Monarch Knitting Company Limited, Toronto, telling of a million dollar sale from one screening of a simple industrial film. The enclosed leaflet will tell you something of the picture and point up the possibilities of using films for the industrial development of other areas in this country. Prints are being used by Central Mortgage and Housing Corporation, the Ontario Department of Planning and Development, the Toronto Industrial Commission, the Bank of Commerce, and by Canada's trade posts abroad.

Also attached is our summary of the main advantages which films enjoy as an advertising and public relations medium. It can be retained for future reference or it can be acted on now!

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

"Dear Sirs:

We thought you would be interested to learn the results of a screening of the film "On To Fortune" which you produced for Central Mortgage and Housing Corporation to tell the industrial and community story of Ajax, Ontario.

Last year Monarch Knitting Company was looking for a location to build a new plant. We contacted some fifty different municipalities in Canada and investigated the labour, land and housing situation in each. In the course of this investigation we were shown a print of "On To Fortune".

The film so dramatized the advantages of Ajax that our company explored further and the heads of industries already located there confirmed the story told in your production. We have since purchased ten acres of land, taken an option on a further six acres and on fifty residential lots. Our total investment when building is completed and equipment installed is expected to be $1,000,000.

We thought you would like to receive this information because your film was a substantial factor in persuading us to locate our new factory in that centre. May we wish you continued success."

Yours very truly,

THE MONARCH KNITTING COMPANY, LIMITED

K.L. Markon,
Vice-President."

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THE MAIN ADVANTAGES OF FILMS AS AN ADVERTISING AND PUBLIC RELATIONS MEDIUM

1. Guaranteed Readership - People do not walk out of a good business film! And "guaranteed readership", not for a few seconds, but for a full ten to thirty minutes - ample time to set up, develop and drive home your sales story. With other media, circulation usually means "exposure to" - with films, circulation means "complete readership".

2. No Competition - While other advertising and public relations media constantly compete one against another, films receive maximum attention in comfortable surroundings.

3. Impact - No other medium combines the tremendous effect of sight, sound, movement colour and dramatic impact. Even TV [illegible] lacks the group enthusiasm of a film audience. If a picture is worth 10,000 words, how many words is it worth if a picture moves, has colour, sound, music, drama?

4. Retention - 94% of what you learn is through your eyes and ears - audio-visual presentation and studies have proven the established average of 35% greater retention of subject matter over traditional methods of telling a selling or training story.

5. Conversion - People are not converted from old ways by argument alone but by a combination of understanding and stirring emotion ... by living an experience. No other method of communication can create experiences so true to life that they become part of life itself.

6. Impact Measurement - The impact of your message on the audience can be measured - you can sit right in the audience watching reactions and listening to comments.

7. Audience Visibility - Your audience is not only visible but actually countable.

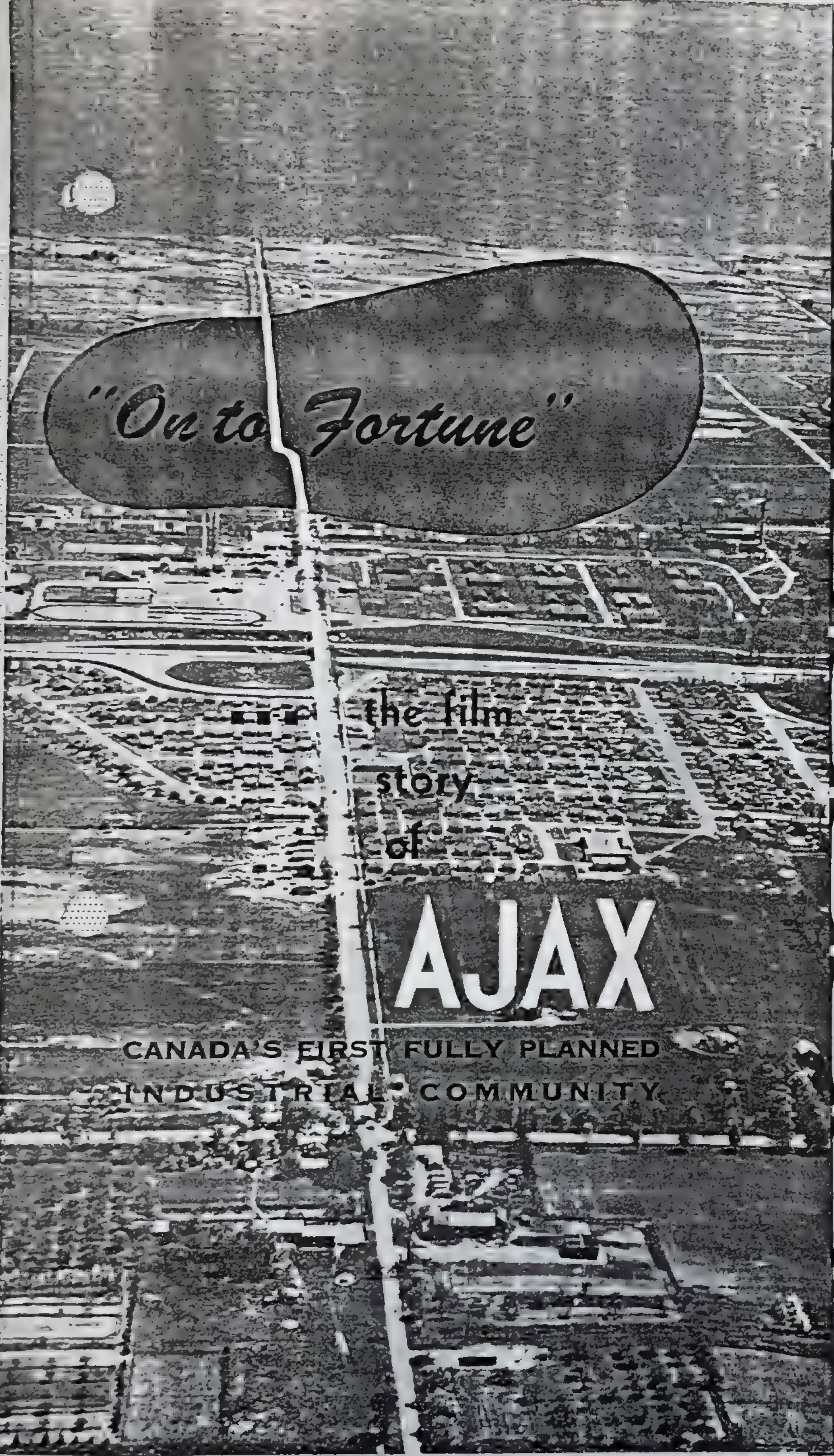
8. Selective Distribution - Distribution can be wide spread and general or campaigns can be arranged by age groups, regionally or nationally.

9. Time of Usefulness - Most forms of advertising are effective for only a day or a month - business films continue in active circulation for many years.

10. Low Cost - A good business film can now reach Canadians for only a fraction of the cost that other media would [illegible] charge for ten to thirty minutes of the relaxed, undivided attention of the public.

CRAWLEY FILMS LIMITED

Ottawa - Toronto - Montreal



"On to Fortune"

... the film story of

AJAX

CANADA'S FIRST FULLY PLANNED INDUSTRIAL COMMUNITY

Ajax offers:

- a profitable nearby market
- raw materials
- transportation facilities
- electrical power
- water
- housing
- community services
- building space

''ON TO FORTUNE . . .''

. . . is the factual film story of Canada's first fully-planned industrial community and the opportunities it affords manufacturers who are looking to the future.

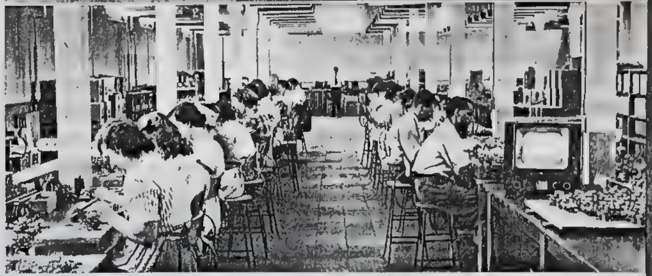
Here is the visual account of the birth of Ajax, when rolling farm land east of Toronto, Ontario, became the site of a great World War II munitions plant . . . of the darkness of rural night giving way to a blaze of light as electrical power was fed in to service the arsenal, the stores, the workers' houses and dormitories, the new roads and railway spurs.

Today, through the co-operation and enterprise of energetic resident industries and Central Mortgage and Housing Corporation, operating agency of the Government of Canada in the housing field, and by the application of sound planning principles, there is emerging a new and thriving manufacturing centre. Ajax—a balanced community zoned to meet the multiple needs of industry, business, housing and recreation—is Canada's industrial city of the future.

"ON TO FORTUNE" a 16mm color sound film produced for Central Mortgage and Housing Corporation by Crawley Films Limited, Ottawa, Canada. Running time: 12 minutes.

Requests for prints of "ON TO FORTUNE"
should be directed to

Information Department
Central Mortgage and Housing Corporation
56 Lyon Street, Ottawa, Canada



THIS LOOKS LIKE OPPORTUNITY . . .

Firms from many different parts of the world have already joined Canadian industries in setting up operations in Ajax. Pye of Great Britain is building television and radio sets. Canbri of Britain and Austria is weaving textiles. Dowty of England is building precision aircraft parts and Aga of Sweden has gone into production.

The branch manager of one British firm has this to say about Ajax: "The excellent temporary buildings with full facilities have greatly eased the problem of becoming established in a new market."

IN FACT, IT IS OPPORTUNITY!

offer

- a profitable nearby market
- raw materials
- transportation facilities
- electrical power
- water
- housing
- community services
- building space

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canad

June 4, 1951.

Films for Government

For many years the production of films for federal, provincial and municipal governments has been one of the main jobs of this company. These films have been made for a variety of purposes -- training our armed forces, selling Canada's goods abroad, developing Canadian culture, tourist promotion, health and welfare, education in many national fields.

Some of the best films under the banner of the National Film Board have been produced by Crawleys -- FOUR SEASONS, CANADIAN LANDSCAPE, WHY WON'T TOMMY EAT?, HE ACTS HIS AGE, TERRIBLE TWOS AND TRUSTING THREES, ARE YOU SAFE AT HOME?, WEST WIND, ROCKY MOUNTAIN TROUT, and several dozen more. We have just completed YOUR FOREST HERITAGE for the Department of Resources and Development and the N.F.B. has purchased COAL GAS, a Crawley Colour Cartoon.

It is estimated that 50-60% of the films the U.S. Government buys or produces are made by private industry (last year British government films costing 156,500 pounds were commissioned from industry), but at present over 95% of Canadian federal government production is by the N.F.B. itself. However, there is an excellent feeling of co-operation between the government film agency and private film producers and the estimates of the N.F.B. have been greatly increased. We expect therefore to continue to work with the federal government in the production of motion pictures and filmstrips to interpret Canada to Canadians and to tell the world of the many facets of life in this country.

The provinces, too, have been valued clients of ours for many years and we have worked for Alberta, British Columbia, Nova Scotia, Ontario, Prince Edward Island and Saskatchewan. Just completed is our first film for another province, LET'S LOOK AT NEW BRUNSWICK.

Amongst civic governments, Montreal has been our biggest client. For them we have recently produced CITY OF PLAYGROUNDS, WATER FOR MONTREALERS and SNOWFIGHTERS, and are now working on a fourth.

With the coming boom in TV film production we are looking forward to the opportunity of working even more closely with federal, provincial and civic governments all across Canada.

Audio-Visual Equipment Sales

Our Equipment Sales Division under Earl Valley, with showrooms at 1014 Wellington Street, has developed a brisk business in the sale of 16mm sound projectors, slide film projectors, tape recorders, screens, intercom and public address systems, etc., to industry and government from coast to coast. A modern electronic Service Department is managed by Tom Egan. If we can advise you on and supply you with film or sound equipment, Earl Valley will be delighted to give you his usual super service.

We have now sold and shipped equipment to every Canadian province, plus the United States, Mexico, Austria, Siam, Jamaica, Guatemala, and, no foolin! -- Basutoland!

This is probably your last chance at Canada's outstanding projector buy -- new Audio-Visual 16mm sound projectors at only $249. We have sold 250 of these to well-satisfied customers in every province in the past year alone and there are not many left. Should we be holding some for you?

TV and Your Films Program

26% of all U.S. network TV is either films or a combination of films and live programming. Because of our geographical situation, Canadian TV will use films even more extensively -- films for education, entertainment, advertising, public relations. Many of the films we are making today will have a TV future.

Observing certain techniques of simple, uncluttered backgrounds and lots of close-ups, we can produce films which will be suitable for both non-theatrical distribution to hundreds of thousands of Canadians and for transmission over Canadian TV stations when they are established next year.

Companies and Agencies who use films now in advertising and public relations programs will be two leaps ahead of the competition when Canadian TV is established. The first leap is a backlog of films ready for Telecasting -- the second and longer leap is the know-how of thinking in terms of and working with an audio-visual medium. Would you consider inviting us to discuss this exciting new medium with you?

Five-Second Items

One quarter of all U.S. families own TV sets and 1951 output is expected to total another 6,500,000..... a large part of Warner Bros.' famous new short NEIGHBOUR TO THE NORTH is made up of colour footage shot by us..... latest medium to use film promotion is the U.S. magazine industry -- the Magazine Advertising Bureau is producing a picture in Hollywood designed to be better than the radio industry's recent LIGHTNING THAT TALKS..... our Child Development Film Series for McGraw-Hill has been given an Award of Merit by Scholastic Teachers Magazine of New York as among the Ten Best Educational Films of the Year chosen by a national committee of audio-visual educators in the U.S. ..... faithful members of Ad and Sales Clubs are looking forward to the Canadian Advertising and Sales Federation annual convention at the Mount Royal, June 10-11-12, with Montreal as host club -- see you there? .....

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers and Distributors
19 Fairmont Avenue, Ottawa, Canada.

July 9, 1951.

Advertisers and Associations Swing to Film

Perhaps it's the influence of films for television, perhaps it's the new developments in non-theatrical distribution, perhaps it's just that we make good films that sell and train and promote and educate -- whatever it is, life is very busy at Crawley's these days.

Right now in various stages of production, from scripting to release printing, we have films for Canada Wire and Cable, Canadian Industries Limited, Canadian Institute of Plumbing and Heating, Church of England, City of Montreal, Films Inc. of New York, Ford of Canada, Green Cross Insecticides, House of Seagram, Hudson's Bay Company, Imperial Oil, International Film Bureau of Chicago, Kelvinator of Canada, McGraw-Hill of New York, Molson's, New Brunswick Travel Bureau, Noranda Mines, Quaker Oats, Silva Inc. of Sweden, and Trans-Canada Air Lines.

None of these leading organizations (we're very proud of our clientele) choose our services on a basis of price alone. Many of them, particularly those who have used us previously, say "This is the problem and this is what we are setting aside for our film program; if you consider it is enough, then go ahead!"

The selection of a producer involves many factors - experience, creative staff, physical facilities, financial stability - but the chief factor is the ability and determination to deliver utmost value.

T.V. Tidbits

Did you know that Hollywood's production of film exclusively for TV programs by 27 producers now exceeds the footage put out for movie theatre consumption?..... a recent survey by Encyclopaedia Britannica turned up the amazing fact that one out of five TV set owners spend more time watching television than they do working! Regarding the commercials, "14% like them very much", 51% "like them fairly well", and 35% registered disapproval..... more than half of all New York families now own TV sets..... the average adult set owner spends 2¼ hours a day viewing - children nearly four hours daily..... C.B.S. has begun commercial colorcasting..... practically all the programming of non-network stations in the U.S. is on film -- either regular film purchased for local sponsorship and sustaining programs, or kinescopes supplied by the networks on a delayed basis.

Our Print Costs Going Down

In an age of rising prices, it is good to be able to announce that our 16mm print prices have again been dropped, thus proving that increased volume and increased efficiency can lower prices.

It is not expected, however, that this move will be reflected in the cost of living index for some time to come. If we all work like horses, the country will become stablized!

Memo to Sales Managers

"A Guide to Films and Their Uses by Sales Executives" is a new handbook prepared by National Sales Executives, Inc., New York. It cites the experiences of 69 companies in 45 industries with 170 different sales films, and gives the methods employed by various companies in using films to solve company problems together with suggestions on how the experiences of these companies might be adapted to your own needs. Lists of available sales training films are included.

It is recommended that every sales manager should have this book. Available in Canada from Marketing, 119 York Street, Toronto, at $4.25 postpaid.

Confusion in the Clan

Hate to take up valuable space in this newsletter but for the sake of clarity in our sales effort, please note that we have two Frasers, no relation. Alasdair is manager of our Montreal Branch in the Penthouse of the Dominion Square Building. Graeme, who writes these letters, is headquartered in Ottawa. O.K. now?

Any Comments? Any Questions?

We would be grateful for your comments as to how this monthly letter can be made most useful to you. On what subjects would you like more information? Methods of distribution? Production costs? Production procedure? Films for TV? French language production? Film utilization? Training films? Publicizing your films? Filmstrip production? Or what?

Five-Second Items

With the increasing emphasis on military and civil defense, the words of Field Marshall von Keitel bear repeating: "Our major miscalculation was in underestimating (the Allies) quick and complete mastery of film education."..... you'll be hearing a good deal about "NEWFOUNDLAND SCENE", our latest epic for Imperial Oil ..... still getting letters about the recent article on Crawley's in Time Magazine - it's a powerful medium ..... Toronto Manager Stew Reburn won't like this but at the recent Ad and Sales Federation convention in Montreal a new contest was announced by publicist Nolin Trudeau -- first prize is a week in Toronto, second prize is two weeks in Toronto ..... Montreal clients (and prospective dittos!) please note that our phones there have been changed to University 6-9008, effective July 15th ..... "Talking about Films" (Notes for a Discussion Leader) is an excellent booklet just published by the National Film Board ..... the 16mm theatre at the Canadian International Trade Fair did a rushing business this year with many exhibitors thus able to show their products in action ..... the rest of us envious of Quent Brown and Tom Glynn up in the cool North shooting a film for the Hudson's Bay Company on life and work in the Canadian North - the film is for showing to young men in Canada and Great Britain who are interested in working with the H.B.C. ..... hope you too are able to get away for a cool, relaxing holiday -- and best wishes from all of us at Crawley's for a very pleasant summer .....

Yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY COMMENTARY

September 10, 1951.

Publicity for Your Film

Few sponsoring organizations exploit to the full the many publicity angles inherent in any film production. Publicity is an integral part of public relations and no matter what type of film you are producing it is also a public relations effort. From our experience in helping scores of clients to publicize their films, here is a brief checklist of ideas.

1. Film Contract Signed. Send out broadside release to business, industrial and film trade papers, film editors of dailies and weekend papers.

2. Film in Production. Any interesting feature angles about the actors or production staff which their home town papers could use? Any unusual incidents during shooting? Is it an unusual location? If so, send to papers in city of sponsor and producer--only if story is of really general interest should it go further.

3. Film Released. Publicity possibilities for many types of films almost endless. Special screenings or "sneak previews" for press and radio as well as for key people with special interest in your film. The "Premiere"--perhaps simultaneous premieres in various cities. Announcement broadside that film is now available, including factual details of distribution, length, colour, content. If good photos were taken during production and a budget alloted, place photo stories in trades, weekend sections of some dailies, perhaps even in roto sections of weekend magazines. Occasionally if film subject comes within realm of public service, a dramatized version can be made on disc for independent radio stations.

4. The Promotion Kit. If your reps across the country are to use the film, prepare a special promotion kit for them. It should contain background information on the film's purpose, a list of talent and production credits with home towns, feature incidents during production, a copy of the script and a brief digest of the content. Include a quantity of informational leaflets designed to stimulate interest in the film. And give your reps a recap on what publicity is all about--factual, sincere, brief. No puffs or hoked up stories. The best guide to the validity of your publicity--is it accurate, interesting and newsworthy enough to be selected from the hundreds of thousands of words going over an editor's desk?

An outstanding example of intelligent publicity is the way the Canadian Institute of Plumbing and Heating has promoted WATER ON TAP, the film on farm plumbing and heating we have recently produced for them. First, a broadside release when contract signed. Then feature stories during production about well-known New York and Canadian cast. After production, photo stories in plumbing and heating trades and invitation screenings in every major Canadian city for agricultural institutes, breeders' clubs, women's institutes--every association which could conceivably be interested in the installation of automatic water systems on farms.

To all C.I.P.H. member firms went a special promotion kit containing material on "Promoting Our Industry", "What this Film is all About", "Film Promotion--how you do it", a sample press release and a manual on proper film projection. A most important point--the Institute also sent out large quantities of a sales booklet for the farm market to be used as a take-home-after-the-show item to perpetuate the impressions left by the film. Since the film is educational and designed to aid farmers, it will be distributed by the National Film Board this fall.

As a regular service to our clients and without charge, we prepare and release film publicity if the client wants it. We appreciate the fact that all publicity plans and copy must first be checked and approved by the client. There are times when strict security must be observed on a film which introduces new products or programmes. But when the film is ready for impact release, we are prepared to help with its promotion so that the story reaches a maximum audience and the film does the job for which it has been designed.

The Film Prayer

Enclosed is a copy of The Film Prayer. Hang it up in your Projection Room or clip it to your projector. To inspire film users to greater print care, some sponsors are going to paste a copy on the inside of every film can. If you wish to do the same, just let us know how many you need and we'll be glad to send them along with our compliments.

Five-Second Items

While completing production of "Snow Fighters" this summer, for the City of Montreal, our sound effects men were really up against it when asked to reproduce the sound of a truck dumping tons of snow into the St. Lawrence.....they finally came up with a realistic effect made by dragging a piece of heavy felt across an orange crate and dumping it into a tank of water.....Businessmen striving to get ready for TV should read the August issue of FORTUNE.....FCC Chairman Wayne Coy prognosticates from Washington that in ten years there will be 2,500 U.S. TV stations.....AT&T expects that coast-to-coast TV network operations begin September 30.....The Aluminum Company has done its best to spread our camera and sound crews around the world this month--a film we are doing for them involved sending our own crews to Wales, British Guiana, Trinidad, Jamaica, Quebec, Ontario and British Columbia.....I'm in the wrong end of this business!

Sincerely yours,

Graeme Fraser

Graeme Fraser
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October 15, 1951.

Films for Education

Of interest to sponsors are the activities of our Educational Unit which produces films for use in schools and universities. These films keep us in constant touch with those who use films the most - leading non-theatrical film distributors, educators, recreation directors, librarians, film council leaders.

This Unit, headed by Irving Dooh, B.Sc. O.B.E. and Judith Crawley (producer of five children and forty films in twelve years) has recently completed five films on Child Development for McGraw-Hill of New York, three on Gardening for Films Inc., and are now on a Nature Study series for International Film Bureau of Chicago and a series on Adolescent Development for McGraw-Hill. They also produce sponsored educational films.

We particularly call to your attention the enclosed leaflet on their new Creative Hands Series, a must (it says here) for every educational or recreational film library.

What Condition are your Prints?

This month we inaugurate a new service for our clients -- Print Reconditioning. Here's how it works. You recall your prints from the field either singly or in groups and send them to any of our offices. For a small fee, skilled cutters carefully check and clean each print, strengthen splices, repair broken sprocket holes, add new leader at head and tail, and return your prints promptly with a report on their condition. If portions of a print are in such shape that they should be replaced, an estimate is given before we begin the work.

Annual use of this Print Reconditioning Service ensures trouble-free screenings with longer print life and will mean that your film's message is always presented in the best possible manner. Why not send in your films now for their Fall Check-up?

TV Tid-bits

Did you know that no less than 16 countries now have TV stations and that Canada is not one of them? .... 14 of these are in the experimental stage but the U.S. has 13,250,000 receivers and Britain has 900,000 .... Canada has 135,000 sets, more than half of which were purchased in the United States .... the phenomenal growth of the industry is dramatized by the fact that the number of U.S. advertisers using TV has increased 2200% in the past three years .... in Hollywood alone, more than 100 producers are active in TV film production .... dozens of Crawley films have been telecast in the U.S. .... an interesting assignment last month was our coverage of the NATO conference for NBC Television Newsreel.

Colleges Use Promotional Films

A national survey of 95 American colleges reveals that two-thirds have sponsored a public relations film in the past and over 60% are planning films for the future, mostly in 16mm colour and sound. The films are used mainly for student recruiting, the strengthening of alumni relations and for public information. May we supply further information to interested Canadian institutions?

New Distribution Opportunity for Sponsors

The Royal Canadian Naval Film Society has asked us to inform film sponsors that they are looking for good 16mm commercial films to circulate without charge to 60-70 ships and establishments of all branches of the armed services, with a potential uniformed audience of 10,000 to 15,000. Films should not be of a controversial or propaganda nature nor contain blatant advertising. Four of our own films have been on this circuit with excellent results. All inquiries and prints to Commander R.J.J. Bridge, Manager RCN Film Society, National Defence Headquarters, Ottawa.

Staff Sketches. No.11 -- Alex Camp

A skilled film editor with a well rounded background is a difficult man to find. That's why we were so pleased when Alex Camp came out from England to join us this summer. Alex worked in features with British Lion Film Corporation for five years, on Government Films with the Crown Film Unit for two years and handled 26 industrials and documentaries for the Film Producers Guild over the past four years. During the war he learned newsreel editing with the Indian Army Public Relations Film Unit and his lab experience was with British Technicolour Corporation. His arrival has greatly strengthened our editing staff.

Five-Second Items

Kind letter in from C.M. Drury, Deputy Minister of National Defence, to say that our "Grey Cup Championship 1950", sponsored by Weston's, was shown to all Canadian troops in both Korea and Japan as well as to some of our American Allies..... "The Loon's Necklace" won its eighth international recognition as the "Outstanding North American Entry" at the First Art Film Festival held in New York last month..... tremendous response to our offer last month to supply copies of The Film Prayer to impress users with the necessity for greater film care -- among the many requests from industry and large libraries, the Saskatchewan Film Board took 2500 and the Joint Armed Services Film Bureau took 1500..... just whisper if you need more..... F.R. Crawley back from filming in England just in time to speak at the premiere of NEWFOUNDLAND SCENE in St.John's.

WANTED

Film Sponsor with reasonable deadline, adequate budget and clearcut idea of film's purpose, to work with Canada's leading film production company. Experience unnecessary. Excellent opportunity for advancement. Replies absolutely confidential. Our employees know of this advertisement. For interview, apply immediately to

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY COMMENTARY

November 19, 1951.

Teamwork of the Arts

"What is the highest form of Art?" is an argument that has raged through the centuries. Perhaps we could add the motion picture to the nominations on the grounds that it's a product of teamwork combining most other forms of art.

First comes Writing -- the many patient hours of research and slugging creation and occasional inspiration required to produce an imaginative script for a film that will educate, train, sell, advertise, entertain, promote better relations.

Then comes the art of the Drama -- set designing and building, casting, costuming, make-up, lighting, direction, stagecraft.

And the Photography -- exacting because it is not only picture composition in motion but 90% of our films are now shot in colour.

Then the art of handling the film itself, with the years of experience required to pace and edit footage smoothly and deftly into a finished production which does the job for which it has been designed.

Afterwards comes the art of Music, setting the mood, preparing the audience for what is to follow, building to climaxes and accentuating the natural rhythm of the picture.

Finally of course is Graphic Artwork itself -- the painstaking work which goes into the titles of any film and the animation sequences of many.

The 53 staff members of Crawley's work smoothly together with creative imagination and modern technical equipment to produce that Teamwork of the Arts -- the motion picture.

Commercial Still Photographic Service

With a fanfare of trumpets and a roll of the drums we herald the opening of a Commercial Still Department for quality photography in colour or black and white.

In charge is a husband and wife team. Irving Dooh, CBE, BSc., is a chemical engineer from the Massachusetts Institute of Technology and Yenching University. A former Director of the Photographic Division of the Chinese Department of National Defence, he is an excellent photographer, proficient in all branches of commercial and portrait work. In 1948 he came to Canada as Military Attaché at the Chinese Embassy and last year joined us as a senior producer. Lois Dooh specializes in photographic reproduction and colour processing. Her accuracy and precision make her an indispensable technician for top quality photographic finishing.

Behind the Doohs are our staff of cameramen (some of whom are also skilled photographers), modern cameras, 150,000 watts of lighting equipment, a 50,000 watt mobile generator, 1800 square feet of studio shooting space, excellent darkroom facilities, trucks with camera platforms and a list of reasonable rates.

So the next time you require quality commercial stills -- no job too large, no job too small -- remember that this Service has been put in by request and is for you and you and you and you.

Canada's First Film Year Book

Orchids to Hye Bossin of Canadian Film Weekly for producing Canada's first Film Year Book. Packed with information on production, distribution, exhibition, television, etc., it is available for $2.25 from Film Publications of Canada, 175 Bloor Street East, Toronto.

Expanding Sound Recording Facilities

Just a chance you might be interested to know that the versatility of our Recording Studios has now been greatly increased by the addition of three important pieces of equipment:

1. A Western Electric 35mm variable density recording system for complete 35mm productions in our own studios.
2. Our second Rangertone professional synchronous magnetic tape recorder, which will still further increase efficiency and production quality.
3. Our second highly portable Magnecorder tape recorder equipped for sync, so that we can now have several sound crews out on location at the same time.

Five-Second Items

Hope you've read those two excellent feature articles in the October CANADIAN BUSINESS -- they're called "Business Goes to the Movies" and "Putting Films to Work" ..... World's Press News estimates Britain has 15,000 16mm projectors available for showing of publicity films..... sincere regrets that a usually reliable source led our last issue astray on the question of TV sets installed in Canada -- the figure should have been 62,500..... "Just about everyone in the Television industry believes that the use of film for TV will continue to rise" -- Tide Magazine..... an indication of the growth of Canadian film production comes from Leo Dolan, Director of the Canadian Government Travel Bureau, who reveals that some twenty different agencies in Canada have in recent years spent nearly $2,000,000 on travel promotion films!..... if you never did get a copy of our production booklet "Films Are Made by People" we'd sure like to send you one if you mention it..... our NEWFOUNDLAND SCENE for Imperial Oil was premiered in Ottawa on November 6 at the National Gallery of Canada for Members of Parliament, Senators, members of the Press Gallery and other V.I.P.'s -- we're proud of it and hope you see it soon ..... until next month then,

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

Announcing

completion of four new, stimulating 16mm color films in the

CREATIVE HANDS SERIES

Stimulating
Creative
Concrete
Practical

for Schools, for Community Film Councils and Libraries, for Educational and Recreational Groups, for You and All Your Family.

delightful and unusual group of five-minute films designed to STIMULATE interest in CREATIVE on. Each picture shows CONCRETELY the simple procedures of such things as loom weaving, k making, picture making. A PRACTICAL series for home or school use – all suggestions and methods quire a minimum amount of space and equipment.

LIST PRICE: $49.50 for each sound color film

SPECIAL PRICE: for educational use – $39.50!

EIGHT TITLES TO CHOOSE FROM:		
	Making Masks	Finger Painting
	Loom Weaving	Model Houses
	Making Pictures at Gang Age	Design to Music
	Beginning of Picture Making	Paper Sculpture

RDER FORM

LEY FILMS LIMITED 19 FAIRMONT AVE. OTTAWA, CANADA

☐ Please Bill Us ☐ Cheque Enclosed

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

H-705-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January 14, 1952.

"Where do you Get your Actors?"

This is perhaps the most common question posed by visitors to the studio. Casting for Canadian films could be difficult because the medium is so different from radio or stage, where most Canadian actors and actresses have received their basic training. And actors are not a commodity to be bought in a chain store-- they are mercurial beings who vary greatly according to the way they are directed and the circumstances under which they must perform.

That is why some years ago we adopted the policy of giving film experience to radio and stage actors in order to build up a truly Canadian casting file suitable for our medium. Today that policy is paying off.

Of course, selecting actors depends a good deal on the demands of the role and the size of the available budget. From Ottawa itself we have drawn talent from the unique Canadian Repertory Theatre which gathers before its footlights upcoming actors from Vancouver to Halifax, and from the Ottawa Drama League which has long been a focal point of experienced thespians. From these sources and from other residents of Ottawa we have tested, recorded, interviewed and listed over 500 people!

Several times each year it is not possible to find just the right actor for a specific role, and then we sometimes turn to the Screen Actors Guild and New York casting agencies. Many New York TV and stage stars have made their first visit to Canada to play in a Crawley film.

Many of our French actors come from Montreal, and Toronto and Montreal radio and stage circles provide us with a good many Canadian stars. Radio personalities who have been in our films include Bernie Braden, Paul Guevremont, John Drainie, Albert Duquesne, Barbara Hamilton, Frank Peddie, Armand Leguet, Bud Knapp, Peggi Loder, Michel Normandin, Bob and Margot Christie, François Bertrand and Kate Aitken. In Toronto there is also the Canadian Performer's Directory which pinpoints experienced talent in Canada.

Free Sponsored Film Sources

There is such a tremendous need for a list of sources of free sponsored films in Canada that our company is compiling and publishing such a list and making it widely available to film councils, libraries, and hundreds of film-using groups across the country.

We are anxious to make this a very complete catalogue of Canadian sponsored film sources. The advantages to sponsors are obvious. So if you have any 16mm films for free distribution, rush the information to us immediately for inclusion in the directory of sources.

For the Record

1951 was a very busy year around the studio. We completed 43 motion pictures and 8 filmstrips, a total of 51 productions, which we are told is twice as many as any other

Canadian studio. 90% of our motion pictures were in colour; all but one were sound; 20% were produced in French and 50% was repeat business!

Our steady expansion program continues as we move into the New Year. The Art, Animation, Script and Music Departments move to new premises. The 16mm Printing Department and the four production units (headed by George Gorman, Peter Cock, Stanley Moore and Quentin Brown) expand into the space released by this move. These changes mean more for you in '52.

"Yes, but How do I Distribute it?"

Just off the press is a "Survey of Sponsored 16mm Film Distribution to General Audiences in Canada". Produced by the Association of Motion Picture Producers and Laboratories of Canada at the request of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, this 26-page report for the first time brings together the facts on the six channels of sponsored distribution in this country and backs them up with 17 case histories of successful distribution through a variety of methods.

The Survey reveals that many Canadian films are reaching audiences of hundreds of thousands and it points out that films have all the power of the audio-visual message-- picture, sound, drama, music, animation, printed word-- plus the fact that the lights are turned out and all the eyes and ears of the prospects are concentrated on your message, with no other influences around them competing for their attention.

With a motion picture, "exposure to an advertisement" is always close to being synonymous with "complete readership" of that advertisement. It is, however, no more possible for a film distributor to guarantee in advance the number of persons who will screen a film, than it is possible for other media to guarantee in advance the number who will actually see or hear an advertisement. The better the advertisement, the more people will see or hear it-- the better the film, the more people will see and hear it.

Copies have been sent to all member companies of the A.C.A. and the C.A.A.A. and to all N.F.B. field offices. Additional copies are available to film sponsors on request.

Five-Second Items

"How a good travel film can be produced and effectively used to stimulate Canada's travel industry" is the subject of a 6-page report by a select committee presented to the Dominion-Provincial Tourist Conference last month..... Anyone interested in the production and utilization of travel films should get a copy of the report from the Canadian Government Travel Bureau, Ottawa..... This writer would be just crazy if he did not offer hearty congratulations to F.R. Crawley on his election as President of the Association of Motion Picture Producers and Laboratories of Canada..... The American Broadcasting Company is now using film for a full 50% of its TV time and the network expects to continue to use an equal or greater volume of film..... Best wishes from all of us to all of you for a happy, prosperous, peaceful 1952!

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

P.S. - Please note that after January 11th our Ottawa telephone number will be 8-1285.

~~OTTAWA~~: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February 18, 1952.

Films for French Canada

Advertising Managers and Public Relations Directors should ponder the hunger for good French language films in this country. We've been making a survey (to corn a phrase) and here, in a filmstrip can, is what we've found:

1. There's a big demand. The French-speaking market is about one-third of the total population, yet of all non-theatrical films in Canada, only about one out of ten is in French.

2. French distribution is excellent. Better than 80% of our 5,000,000 French population is in Quebec, which has by far the largest provincial film distribution system. There is the huge Bureau de Cine-Photographie with libraries in Quebec City and Montreal serving the whole province on a free basis with 5000 prints of 2000 films, there is the Union Catholique des Cultivateurs (800 rural parishes organized with permanent or travelling 16mm projection equipment), there is the big film setup of the Montreal Public Library, and there are the French circuits of the National Film Board. Time and again we have seen that the French version of a nationally distributed film is seen by many more people per print per month than the English version. Using ten prints, a good French film can have the undivided attention for ten to thirty minutes of some 150,000 people the first year alone.

3. French Production is not expensive. If you are making an English film with voice-over commentary, a French version can usually be produced for about an extra 20%. In the case of two versions in synchronized dialogue sound, we have used two techniques -- double shooting with a bilingual cast, and double shooting with the same sets and two casts. Either technique adds less than 50% to your budget. And an original production in French alone costs no more than in English.

4. French versions of existing English films can easily be made. This has long been a specialty of ours. For Bell Telephone, Nash Kelvinator and Dominion Textile, we have produced French versions of industrial films made in the United States. Even in the case of English dialogue films, we can successfully dub French language to synchronize with the lips of the English actors.

5. Canadian films in French are most acceptable in France and other French-speaking markets abroad. We produce for world distribution the French films of Silva Inc. of Sweden. "Le Collier Magique" (French version of our well-known Loon's Necklace) has been very popular in France and was recently received with great enthusiasm over TV there.

The production of no less than 50 French language films during the last few years has given us a background of experience unequalled by any other studio. Our casting file includes many leading French actors, actresses and commentators. Last year, a full 20% of our films were in French; this year, the percentage should be even larger.

A little while back an agency executive was in to arrange for a new film for the French market. After we had settled on the object, the audience and the budget, he got up to go. Suddenly a thought struck him. Said he: "How much extra would an English version be?".

Perhaps it's a trend.

400 to 500 New Canadian Films a Year!

There are some mighty interesting facts and figures on Canadian and United States business film production in the enclosed lead story from the February 13 issue of Canadian Film Weekly. If you're interested in films, you'll find some figures here never before published in Canada.

National Advertisers Using Films in '52.

Marketing Magazine's annual forecast of Canadian advertising and sales plans reveals that films will make a good showing. Of the leading national advertisers, over 70 will use them and fully half that number report a new film for 1952, some two new films. They will be adapted to training dealer help, training and informing salesmen, selling to dealers, and to instructing and entertaining the public generally.

Five-Second Items

Already a tremendous interest in the Directory of Sources for Free Sponsored Films in Canada which we are compiling and publishing..... information has been flooding in the last couple of weeks and we're amazed (don't amaze easily either) at the number of companies we've uncovered which have free films available..... Add definitions of Public Relations -- 90% is just doing a good job, but 10% is getting credit for it..... bet you never realized that your two-reel 20-minute 16mm film is a piece of silver-coated cellulose, five-eighths of an inch wide and one-seventh of a mile long, containing over 30,000 individual pictures..... with 300 full-time projectionists using 3000 prints, the 16mm film service operated by the Americans in Germany now reaches 14 million people each year..... Canadian participation in the Canadian International Trade Fair (Toronto, June 2-13) is expected to be double that of last year..... Canada now has some 85,000 TV sets..... beginning next month a French version of this newsletter is going out from our Montreal office to key people in Quebec and in other French-speaking communities in Canada -- have you any French-speaking associates who would find it useful?

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

YEAR BOOK

of the

CANADIAN MOTION PICTURE INDUSTRY

Edited by HYE BOSSIN

Every type of needed information will be found in this attractive volume—personnel of production, distribution, exhibition, equipment and service companies, as well as addresses and phone numbers; censorship regulations, fees and personnel for each province; customs information related to the importation of films of every kind into Canada; the latest list of theatres, with seating capacities and size of communities. There are far too many other types of information to list here.

Film Publications of Canada, Ltd.
175 BLOOR ST. E., TORONTO 5, CANADA

Please send me the 1951 edition of the CANADIAN FILM WEEKLY YEAR BOOK. Remittance of $2.25, which includes postage, is herewith enclosed.

Mail the YEAR BOOK to

Name ....

Street ....

City .... Zone ....

Province or State ....

Country ....

CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Biz Pix Going Big In This Country

REPRINTED FROM A RECENT ISSUE OF
THE CANADIAN FILM WEEKLY

Canadian production of motion pictures and film strips for business, industry and education is now estimated at from 400 to 500 annually—at a total cost of over $2,500,000. These commissioned or sponsored screen stories, which are the bulwark of domestic production, find a vast total audience. Now and then one of them, usually a sponsored film, becomes such a hit that its exhibition extends to every known outlet, including theatrical.

In Canada Crawley Films' The Loon's Necklace, sponsored by Imperial Oil, got so much attention that it likely matched the USA's example of that type of film, Unfinished Rainbows. Sponsored by the Aluminum Company of America, Unfinished Rainbows has been seen by 30,000,000 persons, four million more than have seen Gone With the Wind in the USA. A new example of the appeal of a sponsored film is the one recently completed by Ashley & Crippen for Gooderham & Worts, Art Treasures From the Viennese Collection, which began its career with theatrical exhibition at the International Cinema, Toronto.

The phenomenal growth of the non-theatrical production and exhibition field recently attracted the attention of the Wall Street Journal. About 20,000,000 people weekly—one-third of the theatrical audience—will see films that American industry paid out from $55,000,000 to $60,000,00 to make. The audience is now 500 per cent greater than it was in 1946 and the number of films made since the inception of the field is estimated at 150,000.

Crawley Films of Ottawa is a good example of what business films mean to Canadian production. Its three branches, which include Toronto and Montreal, did a $500,000 gross last year for more than 50 films. Ninety per cent of its films are in color, 20 per cent are in French for exhibition in Quebec, and 15 per cent are produced for sponsors in New York and Chicago.

Among Crawley's accounts are TCA, Quaker Oats, Ford, CIL, Swift's, House of Seagram, Hudson's Bay Company, Sherwin-Williams Paint, Bell Telephone, Kelvinator, Molson's, McGraw-Hill, Institute of Plumbing and Heating and many more firms and trade organizations. Associated Screen News of Montreal and Toronto also does a large business with "name" companies and there are smaller companies active in the field.

The Canadian Government uses many such films, these being made for its various departments through the National Film Board or private producers. The provincial governments and the large cities employ them to make people aware of their tourist attractions.

The business-promoting films are distributed rent-free to thousands of clubs, associations, schools, churches, unions and other groups. There are many libraries available to the public and these have extensive catalogues.

Canadian producers expect television to give their business a tremendous boost, since that is the experience of their USA counterparts. The companies which have been using business films up to now will have an advantage when TV arrives, for these will reach the screen earlier and continue contact with the public through the new medium.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

March 31, 1952.

"FREE FILMS"

Here is your copy, hot off the press, of our "Directory of Sources of Free Sponsored Films in Canada".

It's a small booklet, this list of 185 organizations from which you can obtain films for the asking. But the compiling of it for the first time represents a great deal of work over many months. Together these sources have some 5000 16mm film subjects, positive proof of the force of this medium and the strength of this industry. The names of the sponsoring organizations provide potent testimony that no advertisers, no agency, no association and no government can afford to ignore the power of the sponsored film.

This Directory has been published for one purpose - to bring together in a big way the sponsors and the users of free films. It is causing quite a stir in Canadian film circles; even before it was off the press we had requests for over four thousand copies.

We'll be glad to send you, with our compliments, some extra copies for your branches or your associates. And for several organizations which require a large quantity for their membership, we are already planning a second run which will be available at a printing cost of six cents per copy. We would appreciate your comment.

A DARING THOUGHT

For you Canadian companies and associations who have yet to make your first film, here's a daring thought. Why not make a film this year? Honestly, now, why not?

> Too Expensive? Those tales of $100,000 U.S. budgets just don't apply in Canada! We've made films for several hundred Canadian companies and associations, some very large and some very small. You'll be surprised how inexpensive and yet how effective a simple film can be. And anyway, how much per head would other media have to charge for ten to thirty minutes of the concentrated audio-visual attention of a specific or a mass audience and readership?
>
> Too time-consuming? Not if your producer knows his business. You've got lots of other things to do - our job is to tailor the film to your specifications with the least possible expenditure of your time.
>
> Where will you show it? If it's a good film and if it fills a need, that's the least of your problems. Remember that most of Canada's films are made not for a general but for a specific audience - schools,

salesmen, dealers, employees, etc. But if you want a general audience, we have a 26-page survey on sponsored distribution in Canada which gives you all the facts and 17 varied case histories.

You'd want Hollywood if you made a film? Our films have won twelve international recognitions and awards for excellence in the United States, Great Britain, Italy, Austria and Belgium. Besides, Hollywood is not the business film centre of the U.S. - many more leading industrial producers are found in New York!

Waiting for TV? TV is a visual medium - an audio-visual medium. More than a quarter of all U.S. TV is now films - the A.B.C. network schedule is 50% films. If you have had experience with audio-visual and if you have a backlog of films built up ready, you'll be in a very advantageous position when volume TV finally arrives.

Like to talk it over? We would.

ANY QUESTIONS?

It may be this regular newsletter (founded 1947), or the fact that we produce twice as many films as any other Canadian studio, or the growing use of business films, or just that old spring feeling - but we do seem to get a whale of a lot of letters and phone calls asking questions and advice on making and using films and on projection equipment.

It seems only fair to let you know that other folk are not bashful about using our services in this way. Inquiries are always welcome. Between our creative staff and our technical people and our reference library we can usually dig out an answer that satisfies. So when you have a question.....

FIVE SECOND ITEMS

With over 50 entries, the fourth annual Canadian Film Awards is in for its biggest year yet..... they are jointly sponsored by the Canadian Film Institute, the Canada Foundation and the Canadian Association for Adult Education, and the presentations will be on April 27 in Toronto.....

Many of the top TV shows in the U.S. are now produced in 16mm colour and released in black and white because 16mm colour offers certain economies over 35mm and ensures continuing value with the advent of colour TV..... 1951 purchase of TV time by advertisers is more than double that of 1950 and nearly eight times that of 1949..... there are now more than 16 million receivers installed.....

Today is the third anniversary of Newfoundland's entry into Confederation..... our "Newfoundland Scene" for Imperial Oil is receiving a tremendous reception as it vividly presents to all sorts of groups the seafaring life of the people who make up North America's oldest colony and Canada's newest province..... Montreal premiere is April 2nd before that worthy group, the Advertising & Sales Executives Club of Montreal ..... the music from this film will be used by William McCauley, our Director of Music, when he conducts the C.B.C. Orchestra over the National Network on April 26 in a program of his scores from our recent films..... our customary modesty can't keep us from mentioning that we've just won a magnificent silver cup for the "Best Service Advertisement of 1951" in the contest sponsored by the Ad and Sales Club of Ottawa..... the winning entry was our production booklet "Films Are Made by People"..... pure coincidence, but we just happen to have a copy here for you if you're interested.

Sincerely,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

May 5th, 1952.

Hello!

You'll have to excuse us this month - we're a little award-happy.

First of all, in the annual Canadian Film Awards, sponsored by the Canadian Association for Adult Education, the Canadian Film Institute and the Canada Foundation, our "Newfoundland Scene" has just been chosen "Canadian Film of the Year".

As our "Loon's Necklace" is the only other film to take this honour, we are the only producer, government or private, ever to win Canada's highest film-making award. And by a happy coincidence, both of these films are sponsored by Imperial Oil..... which kind of puts us on the spot the next time we make an Imperial Oil film!

"Newfoundland Scene" of course also won its class - best Non-Theatrical Open.

We're almost as proud that the top award for films sponsored by industry went to our "Packaged Power", produced for Aluminium Limited, whose principal subsidiary is the Aluminum Company of Canada. To document the far flung operations of the aluminum industry, last summer our producers and camera and sound crews flew 23,000 miles to British Guiana, Jamaica, Trinidad, England, Arvida in Quebec and Kitimat in B.C.

Then came the news from New York that our "Ages and Stages" series for the Department of Health and Welfare has received Scholastic Teacher Magazine's Award of Merit as one of the ten outstanding 16mm informational films released for school use in the United States during 1951. The panel which made the selection is composed of heads of city, state, university and public library audio-visual departments all across the U.S. Over 350 films were considered.

It's our third consecutive win in this important competition. "The Loon's Necklace" was chosen for 1949, and our "Child Development Series" for the McGraw-Hill Company of New York was chosen for 1950.

Two days later we heard from Chicago that the Illinois Institute of Technology has given "The Loon's Necklace" their 1952 Institute of Design Award as "recognition for standards of excellence best demonstrating intelligent audio-visual communications."

And finally, just as we go to press, comes word from Chicago that the influential National Committee on Films for Safety (National Safety Council) has given our "Story of Pierre and Marie", produced for the Quebec Pulp and Paper Safety Association, the bronze plaque as the best Occupational Accident Prevention Film of 1951. And in the same competition "Accidentally Yours" produced by us for Molson's, has won the Award of Merit the Home Accident Prevention Competition.

These seven important prizes, all this month, bring to twenty-three the total number of awards and recognitions won by twelve of our films in the last three years alone. These awards, both national and international, mean a great deal within our industry and even more to our present and future clients. For they prove production quality - and only through creative imagination with top quality production can your sales or advertising or public relations reach a maximum audience with a maximum message.

"Quality is never an accident; it is always the final result of high intention, sincere effort, intelligent direction, skillful execution; it represents a wise choice of many alternatives, the cumulative experience of a great many masters of fine craftsmanship."

DID YOU EVER SEE A SPOTTED TREND?

Because we've just spotted one. It's a trend on the part of many sponsors toward a planned, integrated program of film production. Companies are now planning films one or more years ahead and this type of forward-looking organization is naturally able to take advantage of many production economies.

Tied in with this trend is our very large volume of repeat business. Right now we're working on our twentieth film for the International Film Bureau of Chicago, our eleventh for the McGraw-Hill Company of New York, eleventh for the R.C.M.P., tenth for the Department of Health and Welfare, eighth for Imperial Oil, seventh for the City of Montreal, seventh for C.I.L., sixth for the Province of Alberta.

In the last five years there were seven films for Molson's, six for the Canadian Pulp and Paper Association, six for National Parks Branch, five for Central Mortgage and Housing. And for St. John Ambulance there was Canada's largest filmstrip program - twenty sound filmstrips on First Aid.

May we close our Spotted Trend by quoting the wise words of Ott Coelln, Editor of Business Screen Magazine. Writes Ott:

> "Regularity of programs has become the rule governing the ever-expanding use of the visual medium in U.S. and Canadian business. In an increasing number of U.S. business concerns, motion picture and slidefilm programs are being integrated into the advertising, sales and training programs as part of the package. There is plentiful evidence, as yet, of the spur-of-the-moment picture, whether dictated by whim or by special situations. But it is to the planned-program economy that today's business film producers look forward. A permanent part of their credo has been recognition of professional status among their fellows only after repeat performances for the same client."

LARGER QUARTERS FOR MONTREAL BRANCH

Will Montreal friends please note that we have moved from the Dominion Square Building to 1467 Mansfield Street, just one block north. Montreal Manager Al Fraser has the welcome mat out for you. And for your telephone list, it's HArbour 1356.

FREE FILMS

Don't ever let anyone tell you there's no demand for sponsored films in this country! Remember last month we sent you an advance copy of our "Free Films"? This was a Directory of 185 Sources for 5,000 Free 16mm Sponsored Films in Canada, which had taken us six months and 1,000 letters to compile. Since that time we've been flooded with requests for over 7,000 copies (some of you direct mail experts will appreciate what that means) and requests are still rolling in. Tremendously grateful, we are, to all of you who took the trouble to acknowledge our little Directory - as heart warming a batch of letters as ever I've seen.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June 16, 1952.

NOTHING BUT LIONS

Said Young and Rubicam recently: "In any agency where there are accounts of different size, someone is sure to raise the question of which accounts get the lion's share of agency attention. We've always felt that there should be nothing but lions. We're convinced that every single one of our accounts deserves the best kind of planning, thinking and service the agency can offer."

It is not very many years ago that we found one of our competitors (sure we have competitors - the yellow pages from coast to coast list 60 film producers) saying that Crawleys were too small to provide the specialized services that top quality films require.

And the other day that same competitor (bless his great big milk-of-human kindness heart) told one of our friends that Crawleys were now so big that it was impossible for them to give the individual attention that top quality films require.

So I thought you would like to know just how we ensure that every film, large and small, gets careful individual treatment during each phase of production.

First of all, our experienced account executives (Stew Reburn in Toronto, Al Fraser in Montreal and Gerry Kedey in Ottawa, with the writer looking after our accounts in the States and out West) confer with the sponsor as to the aim of the film, its audience, its distribution and its budget and then follow through to ensure that the sponsor is in the picture at all times.

Then the project is turned over to one of our five senior producers who, with his production unit, is completely responsible for the film. They have all been with us for years and not only have the Know How but the Can Do. Their work is all co-ordinated through the Production Manager who makes available to each producer the specialized services of our ten service departments - Script, Set Building, Camera, Recording, Sound Effects, Music, Art, Animation, Stills and Lab.

Consulting on the work of all five units, training new staff and helping everywhere to add those little touches which sometimes lift a good film up to a great one, is President F.R. Crawley with his fourteen years of concentrated film making.

Sure we've got lots of overhead. $100,000 of modern technical equipment. $100,000 of studio buildings. Experienced executives in Ottawa, Toronto and Montreal. Centralized cost accounting so a producer always knows just where he is financially on each project. But this overhead is spread across 50 to 60 film productions each year and because all facilities from script to final printing are under our own complete control, the films are better, and they cost less.

Individual attention, complete facilities and many years of experience spell QUALITY. The large volume of twice as many films each year as any other Canadian company spells LOW COST. This unbeatable combination is the basis of our sweeping claim to be the lowest budget producer of top quality in all North America!

How much should a film cost anyway? Costs can only be judged in relation to the job which the film is to do and the size of its potential audience. For instance I see by the trade papers that Westinghouse in the U.S. has just spent a cool $250,000 on one super sales training film. Seems at first like a whale of a lot of money until you realize that they have 30,000 salesmen to train - and so that film budget is only $8.33 per salesman! Any sales manager will tell you that $8.33 is a very small investment to put across a two hour sales story with all the combined power of picture, sound, colour, music and drama. And put it across so that it sticks!

There's a lot more to be said on the subject of film costs and in an early issue we'll get down to concrete facts and figures. Often wish this newsletter was a dozen pages long but then you wouldn't read it, and you did get this far, didn't you? In the meantime, you will let us know when we can be of service in any way, won't you?

STAFF SKETCH - NO.12 - PRODUCTION MANAGER QUENTIN BROWN

Joining Crawley's in 1948 in charge of scripts, Quentin Brown two years later became a producer, and his "Packaged Power" for Aluminium Limited has just been awarded top honours as the best Canadian industrial film of the year in the annual Canadian Film Awards. Last month he was appointed Production Manager.

Like to have his background? B.A. in English from McGill and M.A. in Dramatic Art from the University of North Carolina. He has been a stage manager, Head of Cost Accounting with Fairchild Aircraft, on active service for four years with the Canadian Navy and was with B.B.D.& O. Advertising Agency in New York prior to joining Crawley's. You'll like working with him.

FIVE-SECOND ITEMS

The Film Industry has arrived! last month the Dominion Bureau of Statistics completed their first survey and report that exclusive of N.F.B., film production gross revenue has increased 145.7% since 1941..... three quarters of the world's cinemas will eventually operate on 16mm, perhaps within ten years, is the forecast of Orton Hicks, director of Loew's International, M.G.M. 16mm division..... our 16mm Newfoundland Scene has been playing in Montreal's Avenue and Ottawa's Elgin for three weeks and both theatres are arranging to run other 16mm films of ours..... powerful proof of the remarkable growth of our medium is the U.S. Office of Education Report that the number of 16mm libraries in the U.S. has grown from 897 in 1949 to 2002 in 1951..... Graham Crabtree, former Crawley Art Director, now teaching film production in Bangkok for UNESCO.....

Sponsors will find much useful information in the May 30 TIDE cover story of "How and Why Business and Industry Use Films More and More to Sell Ideas"..... June MONETARY TIMES features an article on "Films - Public Relations Agents for Canadian Business"..... the N.F.B. 16mm theatre at the Canadian International Trade Fair was a busy spot last week..... Jean Pierre Senecal has been promoted to Producer and will specialize in French language production for Quebec..... honestly, there's a new film company in New York called Eternal Pictures - I've seen some they should be distributing..... The Canadian Chamber of Commerce, in launching a "hands across the border" action program to develop better understanding between Canadians and Americans, has asked its 700 Boards of Trade and Chambers of Commerce to include Canadian films in their international programs..... at the same time the Chamber sent their members our new "Directory of Sources of Free 16mm Sponsored Films in Canada".....

And that's 30 for this month.

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

July 21, 1952.

IN THE GOOD OLD SUMMER TIME - WITH OUR PRODUCTION UNITS

F.R. Crawley is now in Brazil with a camera and sound crew to do a film on that country for Brazilian Traction Light and Power. Hope he's getting acclimatized because he's just back from the Arctic where we have been making two films on the mission work of the Church of England in Canada. He returns from Brazil at the end of the month to work with our five production units on the heaviest summer schedule we've ever had.

George Gorman's Unit 1 is readying for release a film for the Toronto Stock Exchange, with George just back from Winnipeg where he directed our fourth annual film on the Canadian Open Golf Championship for the House of Seagram.

Another big project of this Unit is a series of five motion pictures on Adolescent Development for the McGraw-Hill Company of New York. The interiors, shot last month in Ottawa with a cast of ten actors and actresses from New York City and a gang of happy teen-agers imported from Syracuse, necessitated the colossal job of designing, building and dressing 41 different sets - 15 bedrooms, 10 living rooms, 6 dining rooms, 4 halls and 6 kitchens! The crew now crosses to Syracuse to shoot the exterior sequences and we believe this to be the first major motion picture project to be shot in the United States by a Canadian company. (With this experience we are now setting up a subsidiary company to export Canadian coals to Newcastle.)

Producer Peter Cock recently returned from a two months' Sabbatical in Europe where he visited studios in England and the Continent. His Unit 2 has been finishing "Sinews of Industry" for Canada Wire and Cable and shooting "What Should Tommy Eat?" for the Department of National Health and Welfare.

Stanley Moore's Unit 3 is completing a public relations film for A.V. Roe, and editing "Traveller's Cheques" for the Canadian Travel Bureau and a film on Northern Transportation Company's operations through the Northwest Territories to the Arctic Ocean. Their summer shooting job is the documenting for Trans-Northern Pipeline of the laying of the new pipeline between Montreal, Ottawa, Toronto and Hamilton.

Unit 4, headed by Jean-Pierre Senécal, is editing a new F.R.Crawley-directed film for Sherwin-Williams, and for Metropolitan Life is finishing "Poids-Lourd.... Poids-Plume!", French version of the U.S.-produced "Cheers for Chubby".

And good old Unit 5 has just finished "Underground 1129" for Imperial Oil, is editing films for the Church of England and for Kenwood Mills and recording a film we shot in England for Northern Aluminium Limited.

Yes, it's a mighty busy summer but we've increased our staff to 60 and already we are looking for fall production. Like nothing better than an invitation to discuss, without any obligation of course, that film production program you've been thinking of for so long now.

TV SWINGS TO FILM - ADVERTISERS PLEASE NOTE

"The trend in television in the States is toward the use of film. Eighty per cent of television will be on film in the very near future.

"There are two major reasons why we are moving to films as quickly as possible. At its most polished, live TV is amateurish because every second there are 200 margins of error--20 people, any one of whom can make a mistake. On a spontaneous live show an error does not matter because it is part of the show, but where television tells a story or seeks to entertain, live shows appear amateurish.

"The second major reason for the trend toward film is the fact that live television is on the air and gone, while film is a capital investment. You can repeat and repeat and each time you repeat, your costs go down. You can move film around, and the quality is better."

--Rodney Erickson, Manager of Young & Rubicam's New York TV-radio department, speaking before that august body, the Advertising and Sales Club of Toronto.

SELF-EQUIPPED FILM AUDIENCES IN CANADA

The N.F.B. reports that Canada's 396 film councils now have 1526 projectors. Canadian schools have over 4,000. There are probably some 4,500 more in the possession of industries, governments, churches, and other institutions. This total of 10,000 means that on the average there is a 16mm sound projector for every 1,000 Canadians between the ages of 10 and 65!

LETTER OF THE MONTH--NEW PEN PALS FOR CRAWLEY'S

CALIFORNIA STATE PRISON, SAN QUENTIN, CALIFORNIA

June 13, 1952.

Dear Mr. Fraser:-

In a recent issue of FILM WORLD appeared an interesting article concerning a brochure published by your firm on "Sources of Free Sponsored Films in Canada".

We would greatly appreciate your mailing us a copy. Our visual program presents more than 2,500 educational and vocational films annually, and has had the occasion to present quite a large number of Canadian films, many produced by Crawley.

The advancement made by Canadian film units, particularly in 16mm, is of a high calibre, and we have noted with interest the number of awards received by them in American and international competition.

Sincerely yours,

H.O. Teets, Warden.

FIVE-SECOND ITEMS

Winston Churchill has kindly given us permission to use an extract from his last Ottawa speech in our Toronto Stock Exchange film..... many clients send us their prints for checking, cleaning and repair during the summer--information and rates on request..... watch for our August issue which will include a useful chart on the 28 main steps in producing a film..... and please, please have a relaxing holiday this summer because it is later than you think.....

Cordially yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: Dominion Square Building

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August 25, 1952.

How Much Does a Film Cost?

It's a good question but it's one to which a general answer is just not possible. The main factors in figuring a film budget are length, whether in 16mm or 35mm, colour or black and white, synchronized dialogue sound or narrated commentary, amount of travel and the number of sets and locations, size of the cast, whether shot out-of-doors or indoors with heavy lighting setups, the type of musical score and sound effects, and whether an animation sequence is required.

Like a painting, a film can be simple or elaborate with corresponding costs. But as a very rough guide for your thinking we have been looking over some of our recent budgets.

A simple twenty-minute colour film on a manufacturing process came to $9700. A fifteen-minute employee indoctrination film shot out West in black and white was only $6400. A dealer training film in sync sound came to $14,500. As part of a company's public relations program a major sports film was produced for $8500. A half-hour training film in French and English sync sound with a high entertainment value came to $26,000.

Three recent documentary-type films involving a great deal of travel with sound on location and elaborate musical scores were budgeted respectively at $44,000, $47,000 and $65,000 including both English and French versions.

The average Canadian budget for a 20-minute business film is now close to $15,000, although many are made for much less or much more. In talking with leading producers in New York recently I found that the U.S. average is nearly double this figure.

Another common type of work is the editing, titling and recording of footage shot by someone else. Here the budget usually runs from $2500 to $6500, although once again elaborate animation, music and sound effects can greatly increase the budget.

I am pretty sure it was not Confucius who said that a wise man never blows his knows. Nevertheless we work on the basis that there are no secrets in our business and there is no mystery about film budgets -- just time and materials with the accent on time. It is not unusual for our staff to put in a total of 5000 man hours on a major production.

Here is an actual budget (greatly condensed) on a twenty-minute sound motion picture shot in commercial Kodachrome with sync sound, a professional cast, an animation sequence, an original musical score and with not too much travel involved.

Research and scripting	$ 775
Studio sync shooting	1,200
Location sync shooting	725
Time of Senior Producer -- casting, directing, editing	1,675
Time of Assistant Producers on location and editing	1,400
Time of Senior Cameraman with equipment	600
Time of Camera assistants	450
Lights and mobile generator	700
Colour film stock and work print	750
Cast, narrator and expenses	675
Sets -- designing, building, dressing	425
Props procurement	250
Original music -- writing, copying, playing	1,550
Sound effects	525
Recording	450
Titles -- artwork and shooting	275
Animation sequence -- artwork and shooting	850
Travel -- train, company vehicles and living expenses	625
Lab -- A & B opticals, timing, sponsor's first print	450
Sundries	300
Total Budget	$14,650

We find that our clients work with us in any one of three ways:

1. Advise what they wish to accomplish and who to reach, provide us with a brief resumé on the theme of the film and ask us for a rough estimate of the budget, this to be confirmed or revised when the script is written and approved.

2. Tell us the maximum amount budgeted for a picture and the specific objective to be accomplished. In essence they say, "We have so much money to do this job. If you can do it for this amount or less, go ahead!"

3. Or sometimes they give us a fee for writing a script. Several treatments may be written, and when the final script is agreed upon, we can give a fixed figure for production.

We are quite happy to work under whichever arrangement is most convenient to the sponsor and we welcome any questions you may have on film budgets or production problems.

28 Main Steps in Producing a Film

Here for your desk, bulletin board, files or waste basket is a chart on the 28 main steps in producing a film. Hope you find it useful -- let us know if your require extra copies.

Sincerely yours,

Graeme Fraser

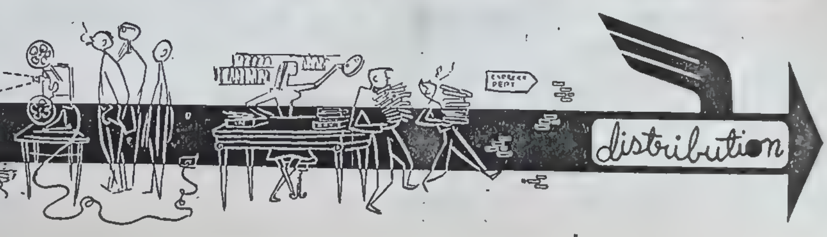
Graeme Fraser,
Assistant General Manager.

P.S. to the West

I'll be through the West to the Coast during October and would welcome the opportunity of discussing a possible film program with you. Or if we can be of service in the West in any way, please drop me a line now, won't you?

MAIN STEPS IN MOTION PICTURE PRODUCTION

blueprint	preliminaries	artwork	shooting	editing	recording	laboratory
GETTING THE FACTS	CASTING	ART FOR TITLES	DIRECTION	SELECTING SCENES	MUSICAL SCORE	SPECIAL EFFECTS
CONTRACT	CHOOSING LOCATIONS	SHOOTING TITLES	CAMERA	WORK PRINTING	SOUND EFFECTS	TIMING ORIGINAL
STORY OUTLINE	BUILDING SETS	ART FOR ANIMATION	SYNC. SOUND	EDITING	NARRATION	FIRST PRINT
SHOOTING SCRIPT	PROPERTIES & COSTUMES	SHOOTING ANIMATION	PRODUCTION STILLS	MASTER CUTTING	FINAL RECORDING	RELEASE PRINTS



Crawley Films Limited

OTTAWA TORONTO MONTREAL

distribution

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers and Distributors 19 Fairmont Avenue, Ottawa, Canada.

September 29, 1952.

HALF A CENT FOR A MINUTE OF ATTENTION

Our August issue on Film Costs caused quite a stir in business circles and resulted in a great deal of interesting correspondence. One other point that needs to be made is the extremely low cost in terms of audience "attention-per-minute".

The average cost for distribution of a commercial film in Canada seems to be about 4¢ per person reached and to this must be added the cost of production and prints. For example, let us take a 20-minute film costing $20,000 for production and prints and which reaches on a conservative estimate 300,000 Canadians. It costs only about half a cent a minute to rivet the attention of each person in your audience!

And for sponsored films also accepted for distribution by the N.F.B. circuits, the cost per minute per person drops to less than one-third of a cent. What a medium!

- FILM - TV - FILM - TV - FILM - TV - FILM - TV - FILM - TV - FILM - TV - FILM

Sponsors will be interested in the contents of a letter we have just received from James C. Petrillo, President of the American Federation of Musicians. Generally speaking, an additional 25% on a film's music budget provides world clearance for TV showings on a sustaining basis. And if you purchase time and the TV film showing is thus sponsored, each showing requires an additional payment of 5% of the original music costs. Details available from William McCauley, our Director of Music.

"Tide" reports that TV film is probably the most significant developing force in U.S. television and the increase in film programming is gradually swinging the TV packaging business back into the hands of the independent producers and away from the networks..... 25% of all TV programming is on film now to the tune of $100,000,000 per year.....

40 Crawley films have been televised in the States.....also some over London and Paris stations.....one-minute film commercials, produced by Crawleys in Canada for Canadian advertisers, have already been televised this month over Canadian TV....we can "Canadianize" U.S.-filmed commercials too.....

Guess you've heard of the prominent radio executive who keeps on his desk a little box with a coin slot and a placard, "Help Stamp Out TV".

CANADIAN EGO LIFT OF THE MONTH

"If I were a young man today, I would go to Canada."

--Bernard Baruch.

NEW FILM PROGRAMS

Our Equipment Sales Division (that's where you get your sound projectors, tape recorders et al, remember?) is now the official Canadian rental agency for the famous McGraw-Hill Text Films. Write for information and rates on these fine films for your business and community groups.

The library includes series on Child Development, Teacher Education, Educational Psychology, Engineering Drawing, Health Education and Marriage. Also "Disaster Control" and "You Can Beat the A-Bomb". The Industrial Organization and Management Series will be available soon.

NEW FACES--AT YOUR SERVICE

Four new people, all carefully chosen from many applicants, have joined Production recently.

Robert McMonagle, Business Admin. graduate of the U.of Western Ontario, is our new Production Secretary, working closely with Production Manager Quentin Brown. Bob was with the real estate branch of Central Mortgage and Housing Corporation and has done extensive work in marketing research.

Frank Spiller, just arrived from England, was the producer in charge of the film program of English Electric Co. Ltd. where he specialized in scientific and technical film production. Educated in higher mathematics and electronics, Spiller was in the Royal Navy for 12 years, eventually taking charge of electronic fire control equipment of destroyers and he has had experience with portable television equipment.

Another good man from the English Industry is Norman Allin who brings a background of ten years as cameraman with the Film Producers Guild, largest British industrial producer. In addition to his films for industry and education, he has worked in features and shot films in Egypt, Malta, French Morocco, Germany and France.

Louise Gobeil of l'Université d'Ottawa is now working with Jean Pierre Senécal on our French language film program which continues to be a full fifth of our total production.

FIVE-SECOND ITEMS

Crawley cameramen are shooting in colour over eight miles of Big Four football film this fall with our contracts for play-by-play coverage of all games of Hamilton Tiger-Cats and all games of Ottawa Rough Riders.....to protect your films (and our future) the studio building is now completely sprinklered.....some 400,000 audiences in the U.S. are now equipped with 16mm sound projectors and there are a number of business films with over 1,000 prints in circulation.....Canadian Library Association (Ottawa) has put out an excellent booklet on Films for Children.....and you might like to see the brochure, "Documentary and Educational Films in Canada" written by Donald Buchanan and published at $1.00 by the Canadian Film Institute, 172 Wellington Street, Ottawa.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Assistant General Manager.

. - Maintaining an accurate mailing list of the 3,000 top executives who receive this newsletter is quite a job. Will be most grateful if you let us have changes of personnel and addresses so that we may provide an up-to-date service for you. Is this letter going to the wrong person or address? Many thanks.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

AWLEY
MMENTARY

November 17, 1952.

Go West, Young Man!

Back from a most stimulating month in the glorious West. Like everyone else I was most impressed with the tremendous industrial growth right through to the Coast. Had the privilege of speaking to all the Ad and Sales Clubs in the West on the subject of "Canadian Advertising and Sales Go to the Movies" and found a great interest in the film medium by leading companies and agencies in every province. We have been working this year for organizations in Winnipeg, Regina, Edmonton, Vancouver and Victoria.

And for real hospitality, it's Westward Ho!

Teacher's Guide

Thought you would like to see the enclosed Teacher's Guide for the industrial film "Packaged Power", produced for Aluminium Limited and distributed in Canada by the sponsor and the National Film Board, and in the United States by Modern Talking Picture Service. Such a Teacher's Guide greatly stimulates the use of a film in the schools.

International Honours Prove Quality

The Yorkton International Film Festival gave "Packaged Power" its First Prize for Industrial Films and an Honourable Mention to our "By Map and Compass" for Silva Inc. of Sweden. Two other Crawley Films, "Building Bird Houses" and "Attracting Birds in Winter" were among the selections of the Film Council of America to represent the United States at the 13th International Exhibition of Cinematographic Art, Venice. And "Newfoundland Scene" (Imperial Oil) and "Packaged Power" both had the high honour of selection for screening at the International Festival of Documentary Films at Edinburgh this summer.

Six Reviews for Business Men

(1) "The 1952-3 Year Book of the Canadian Motion Picture Industry", all 224 fact-packed pages, is available for $2.25 from Canadian Film Weekly, 175 Bloor Street East, Toronto.

(2) "Let's Tell People" is the new public relations handbook for organizations, published at 15¢ by the Canadian Association for Adult Education, 143 Bloor Street West, Toronto. The chapter on Films in Public Relations by W. Arthur Irwin, Government Film Commissioner, is especially worth noting.

(3) "A Check List for Producer and Sponsor Responsibilities in the Production of Motion Pictures" is published by the Association of National Advertisers, 185 Madison Avenue, New York 17.

(4) "TV Film Commercials -- Agency-Producer Relationships" is distributed without charge by the American Television Society, 25 Vanderbilt Avenue, New York 17. Particularly valuable to advertising agencies moving into Canadian TV.

(5) "The Handbook of Motion Picture Technique for Business Men" is a 54-page manual telling just how a business film or TV commercial is written, shot, processed and edited. The charts and tables are very useful but readers who shy from the cost figures should remember that film production costs are much less in Canada than in New York. The Handbook is available at $1.00 from Times Square Productions, 145 West 45th Street, New York 19.

(6) "The Directory of Sources of Free 16mm Sponsored Films in Canada", available without charge from any Crawley Films office, has now been sent out on request to nearly 15,000 organizations across Canada. Certainly this tremendous demand dramatizes the power and wide use of sponsored films in this country.

Projectors in Canadian Schools

At the request of several clients interested in school distribution, we have conducted our own survey of projection equipment in Canadian schools and arrived at the following approximate figures:

	16mm Sound Projectors	Filmstrip Projectors
Newfoundland	120	150
P.E.I.	50	20
Nova Scotia	150	100
New Brunswick	200	150
Quebec	360	300
Ontario	1600	1200
Manitoba	400	350
Saskatchewan	580	440
Alberta	460	300
British Columbia	320	150
Canadian Schools	4240	3160

It should be stressed that while some of these figures are from accurate records of Departments of Education, others are estimates from the same source. But all figures are minimum and the steady increase in the use of visual aids in Canadian schools may well mean that the correct figures are now closer to 5000 and 4000 respectively.

Films for Television

"Tide" reports that two-thirds of the new fall shows in the States are filmed especially for TV and it is now predicted that 75% of all television will be on film in a few years.

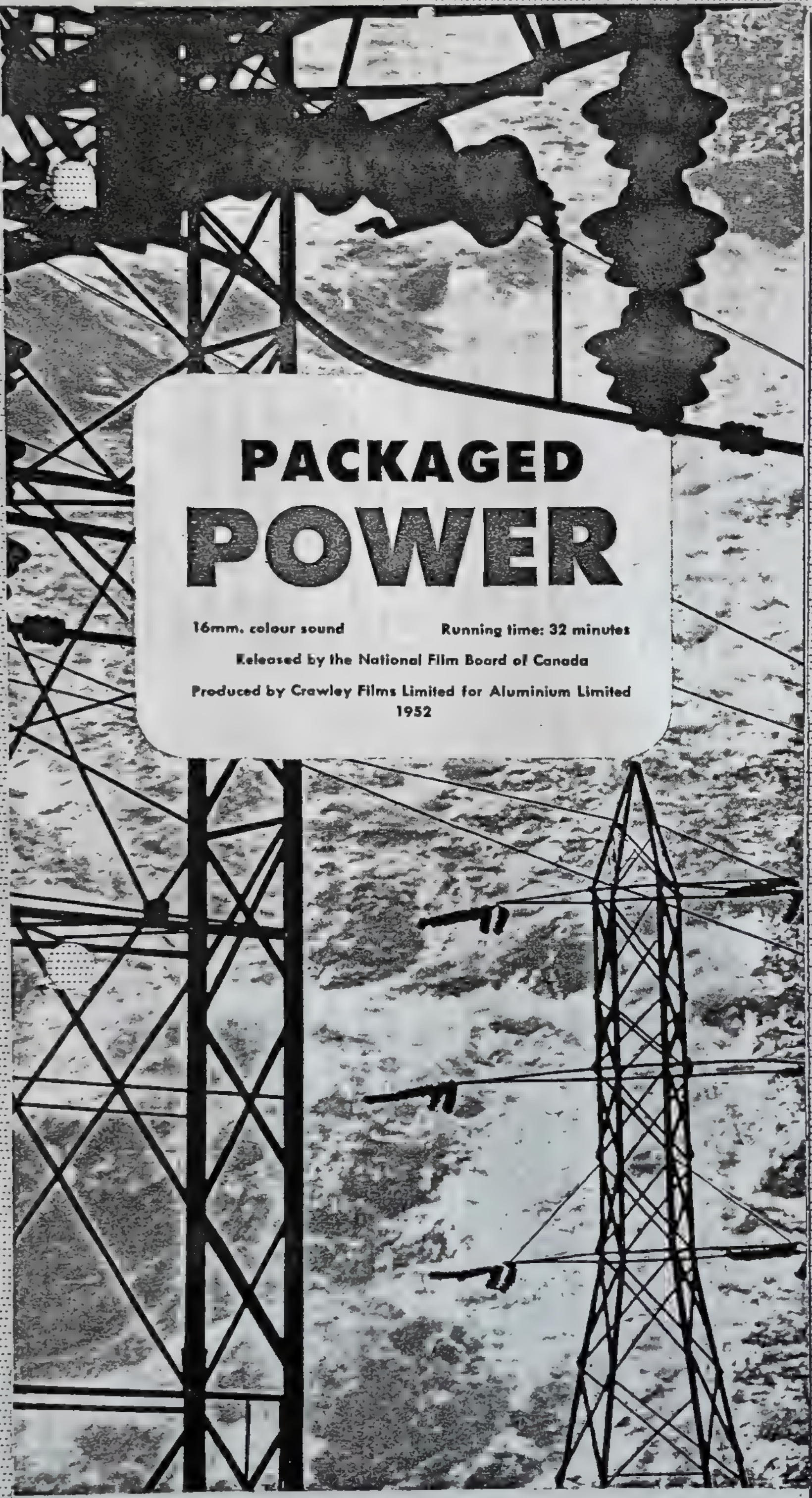
A typical week's program in Toronto's CBC-TV was composed of 34% film, 24% kinescope and 42% live.

Canadian sponsors can get their TV feet wet by sending prints of their films for screening without charge over closed circuit TV. Reports are made on each film's effectiveness. Further particulars from Paul L'Anglais, Director of Programs, Rediffusion Inc., Keefer Building, Montreal.

See you in the movies!

Graeme Fraser

Graeme Fraser,
Assistant General Manager.



PACKAGED POWER

16mm. colour sound
Running time: 32 minutes

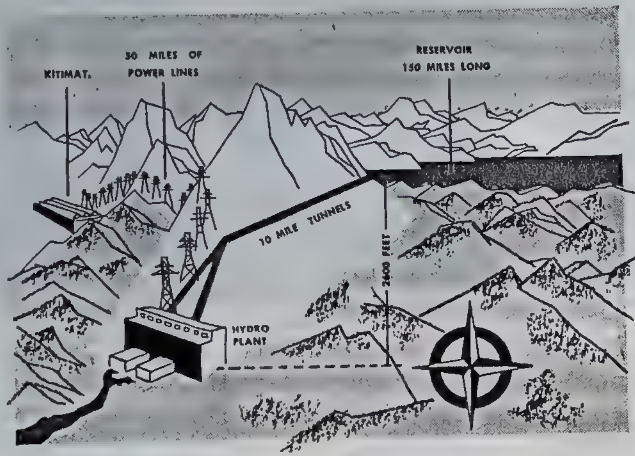
Released by the National Film Board of Canada

Produced by Crawley Films Limited for Aluminium Limited
1952

TEACHER'S GUIDE *for Packaged Power*

SUMMARY

The story of Canadian industrial enterprise behind the manufacture of aluminum. Bauxite is mined in British Guiana and brought to the smelters at Arvida near the great Saguenay River power developments, put through the chemical processes that make it into alumina, and the electric process that makes the alumina into aluminum. In a modern British continuous strip rolling mill we see large Canadian-produced ingots flattened into strip and sheet. The climax is the new bauxite operation in Jamaica and the great new British Columbia power and smelter project which involves piping water through the Cascade Mountains to a powerhouse on the edge of the Pacific.



CONTENT OUTLINE

This story of Canadian aluminum production begins in British Guiana, at the little tropical town of Mackenzie on the Demerara River. Here, even as ore trains loaded with bauxite wind their way hour after hour to the yards and to the freighters, geological parties delve ever deeper into the equatorial jungle in search of new deposits.

The scene changes to Canada — to the racing torrents of northern Quebec — to the two million horsepower hydro stations at Shipshaw — to the spacious aluminum town of Arvida where bauxite, brought in from South America, is processed in eighty-foot tanks to secondary stage alumina. Animated pictures illustrate the electrolytic processes in the smelter's "potlines" where white, powdered alumina is transformed by electrical force into molten, silvery aluminum metal.

The film moves to Great Britain, one of the chief importers of Canadian aluminum. In her largest continuous strip rolling mills we see what happens to the ingots produced at Arvida. Heavy sheets for building trades and thin sheets for containers roll out from between great presses. We are given a brief glimpse at the research organization which is the technical brain of the industry.

Having seen the operation as it is today, the next sequence takes us into the planning for tomorrow. First in the tropics — to the colourful life of Jamaica. At Mandeville we see a large alumina reduction plant under construction near the site of surface bauxite deposits. The film notes the contributions made by the aluminum industry toward raising the living standards of the native population.

In the mountain wilderness of Canada's west coast the film shows the biggest of all hydro-electric developments now under way. Explanatory diagrams show how a chain of small lakes and rivers will be linked together and their flow reversed westward; then, from 2,800 feet above sea level, the waters will be channelled down through a ten-mile tunnel — bored through solid rock — to the ocean side of the mountain range where turbines will generate power for the proposed aluminum smelter at Kitimat. Ore-laden ships from South America and Jamaica, passing through the Panama Canal, will again bring the raw material for Canadian aluminum production.

SUITABLE FOR:

all audiences except very young children; this film has particular interest for men's and boys' groups, high school and senior elementary school classes.

ISSUED BY THE NATIONAL FILM BOARD
OF CANADA
1952

Suggested Uses:

GRADE VII

Social Studies — "Industries of Canada."

GRADE X

Geography — "Climate and Industries of North and South America."

GRADE X or XI

Geography — "How Man as a Result of Invention and the Application of the Scientific Method, Has Been Revolutionizing His Life."

CURRENT EVENTS

The Kitimat Aluminum Project in British Columbia.

QUESTIONS ANSWERED IN THE FILM

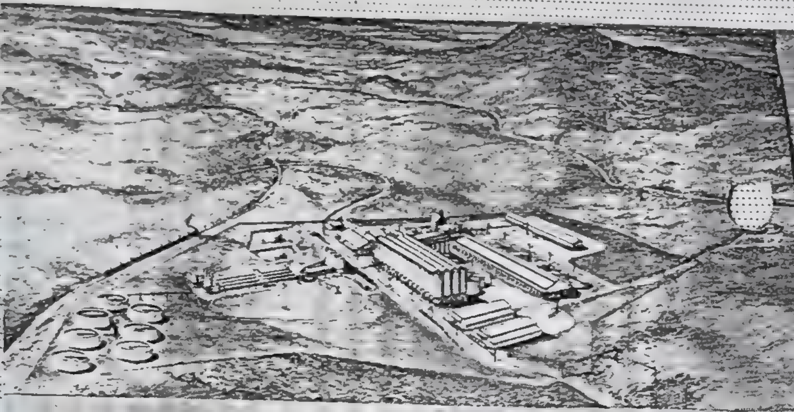
1. What is the name of the ore from which aluminum is extracted? What does it look like? Where does it come from?
2. What is the chief raw material that Canada has for the production of aluminum?
3. Describe the process of making aluminum sheets from ingots.
4. In what ways will the development of aluminum ore mines in Jamaica affect the lives of the people?
5. What characteristics of the Nechako-Kitimat area of British Columbia make it particularly suitable for the production of aluminum?
6. Describe what is being done to obtain the necessary electric power in this area.
7. In what fields does the aluminum industry provide jobs for Canadians?
8. How does this film illustrate what man can do to change his natural environment and utilize the natural resources which are available to him?
9. What contribution can its research organization make to the successful functioning of modern aluminum industry?
10. Is there any difference between alumin*um* and alumin*ium*?

PROJECTS FOR FURTHER STUDY

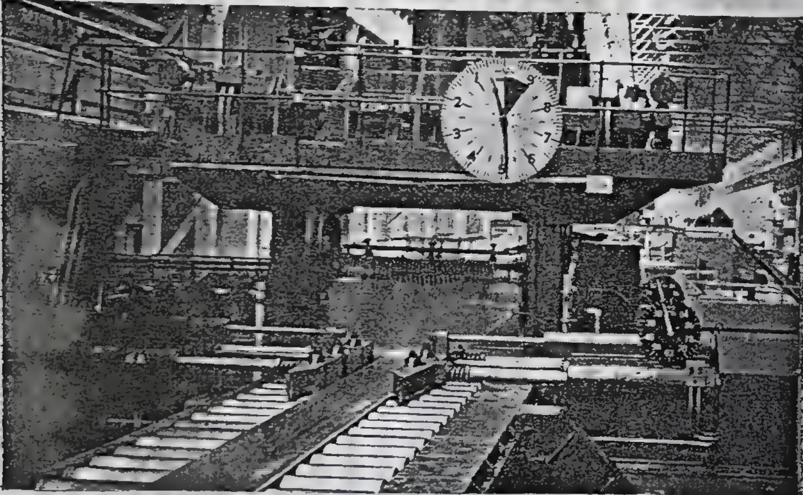
1. On a map of the world mark the locations shown in the film. Draw lines showing the transportation routes which the ore and aluminum follow. Where are the chief markets for Canadian aluminum? Draw coloured arrows showing the routes which processed aluminum might follow in reaching these markets.

   From information in the film, and other material available, write a story on a typical working day in the life of one of the following:

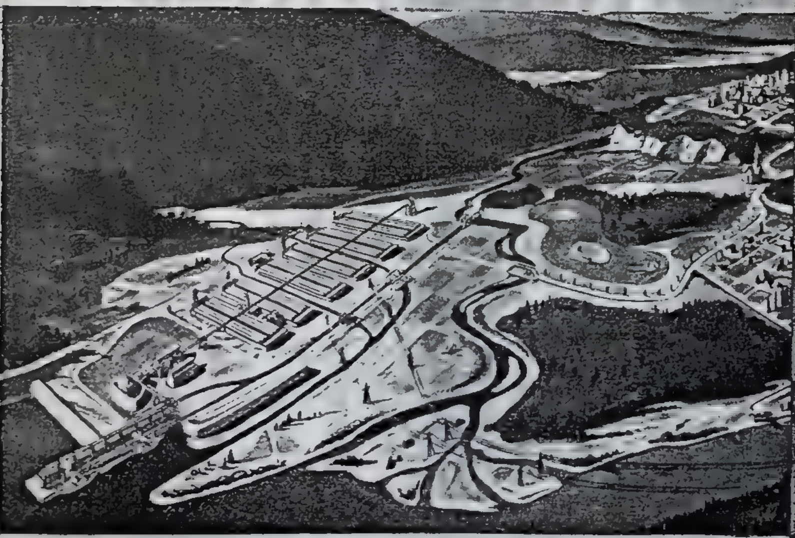
   (a) a geologist looking for bauxite in British Guiana.
   (b) a nurse at the bauxite treating plant at Mackenzie.
   (c) a smelter worker at Arvida.
   (d) a stenographer in the sales department of a Canadian aluminum company.
   (e) a hard rock miner or a bulldozer operator on the Nechako project.
2. Draw a prevailing wind map of the B.C. coast area, and a cross-section of it to show why the Nechako area has such an abundant and reliable rainfall.
3. Investigate the physical characteristics of aluminum and draw up a list of some of its uses.



Architect's drawing of Jamaica alumina plant.



Rolling aluminum sheet in England.



Sketch of the future Kitimat, B.C.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January 13, 1953.

"FILMS IN PUBLIC RELATIONS"

Thought of you when we read this article by Federal Government Film Commissioner Arthur Irwin. The fact that the only three films cited as examples were produced by us, had absolutely nothing to do with our asking the permission of the Canadian Association for Adult Education to reprint it and send you a copy. It's worth careful reading.

FOR THE RECORD

Some folk use statistics the way a drunk uses a lamp post--more for support than for illumination. But 1952 has been a significant year for Crawley Films and you may find interesting some of these highlights from our annual report.

Completed 53 films for sponsors in Canada, United States, England and Sweden. The films were for advertising, sales demonstration, sales training, public relations, federal government, provincial governments, employee training and television.

90% of the films were in colour, 20% were French language and 70% was repeat business! Average film length was 22.3 minutes, 3 minutes longer than those of last year.

Our films won eleven awards during the year, certainly a new record for any Canadian company. NEWFOUNDLAND SCENE was chosen "Film of the Year" in the Canadian Film Awards, PACKAGED POWER was Canada's Best Industrial Film, and THE STORY OF PIERRE AND MARIE took top honours at the National Safety Council's competition in Chicago.

Our international business has grown steadily. In the past couple of years sponsored film production has taken our crews over to England, from Newfoundland to British Columbia, and from the Arctic down to Brazil, British Guiana, Jamaica and Trinidad. In the last three years, 24 films have been for U.S. sponsors and our crews shot several films in the U.S. last year.

Gross is up 17% over last year, our equipment and facilities have been expanded, and to take care of the growing demand for good Canadian films our staff has been increased from 53 to 63.

"N.F.B. DISTRIBUTION OF COMMERCIALLY SPONSORED FILMS"

More and more films, sponsored by Canadian industry, are now being distributed without charge by the National Film Board. To be accepted, a film should have national significance, be interesting and informative, generally be not longer than twenty minutes and contain no advertising other than title credits to the sponsor.

Some sponsored films are racking up impressive totals. In its first 2½ years one Crawley film has been shown 7400 times to 642,116 Canadians. Several other Crawley subjects are now close to the 400,000 mark and one has passed 308,000 in its first 14 months!

If you are considering a new public relations film, write any one of our offices today for your copy of a three-page NFB summary of the type of audience and distribution being achieved with sponsored films.

IS YOUR FILM SALES TAX EXEMPT?

Another screed just put out by the NFB is on federal government policy re the granting of educational certificates for customs duty and sales tax exemption.

Many Canadian sponsored films are now ruled tax exempt. Perhaps you can save 10% on the production and prints of your next film. Write us for a copy of the regulations and see how they apply in your case.

FIVE-SECOND ITEMS

Sometimes sponsored distribution is really selective as in the case of an English film produced to be shown once only, and to just one man. It was the only way to reach him. But it resulted in the sale of twenty-two million dollars of railroad diesel engines, a healthy return on the sponsor's celluloid investment..... The U.S. now has over 21,000,000 TV sets in 71 cities, with 1953 output estimated at another 6,000,000 -- they have 117 stations on the air and at least 100 more due to start this year..... Canada has 200,000 sets -- 78% in Southern Ontario, 16% in Montreal, 6% in other areas..... The recent production of 1250 trailers in 16mm for the Newfoundland Government means that we have now produced for every provincial government in Canada except Quebec and Manitoba.....Canadian Film Awards entry deadline is February 1st this year.....

PERSONAL NOTE

And moving forward into 1953, our sincere thanks for all your letters and calls about this newsletter. It's been going out regularly for six years and now reaches 3000 top executives in Canada and the United States.

May 1953 for you be rich in accomplishment and in friendships, and blessed with serene good health. May you greet each day with zest and anticipation and at night review that day without regret. May you find your work a challenge but not a strain, and your recreation a source of refreshment not of exhaustion.

And may you enjoy what is for executives the great, rare freedom - Freedom from Worry.

Yours,

Graeme Fraser

Graeme Fraser,
Vice President.

Films in Public Relations

by W. Arthur Irwin

NOT long ago public relations often was a shrewd technique for making the best of a poor situation. In some cases it still may be, but in the main we've moved an appreciable distance from the "smart angle" and cynical disrespect of human mentality. We are creating a concept of public relations based on public service and public responsibility.

In the first article in this series, Mr. John Heron defined public relations as establishing a policy of doing good, then doing it, then telling about it. The film is important in public relations because it offers an approach to all three objectives. Film can help to establish policy, help to carry it out, and then tell about it. It is an instrument of great range and force. It can record, duplicate and examine actuality with startling impact. It can scan the world and bring it to us, making dramatically real the changing relationships of our lives and times.

A Forceful Medium

The film knows no limitations of time and space. A day can be compressed into a minute; a thousand miles into a step. Such devices as animation, slow-motion photography and time-lapse photography allow us to see things which the eye normally cannot see. For these reasons the film is a fresh and forceful medium for the transmission of facts and ideas. Equally important, the film can entertain as it teaches. And this is a point too often forgotten by sponsors of public relations films.

No film needs to be dull. The informational or instructional film, especially, must not be dull. Facts must be made exciting; ideas, policies, plans and prospects must be made to come alive. To accomplish this you first must be sure that the film is the right medium for your story; then you must know something of the medium itself.

The selection of the *right* medium for the particular purpose may appear to be an obvious preliminary, but very commonly a sponsor tends to consider the film as something quite interchangeable with, let us say, a pamphlet or a catalogue of facts. This misconception, this lack of proper appraisal, leads him to think of the motion picture he wants in pamphlet or in catalogue terms. The result of this is something on the screen that is neither a pamphlet nor a catalogue . . . nor a film. Films do not and cannot replace other media of communication. They exist alongside of the radio, the newspaper, the journal of opinion and the others. Each has its own job. It is essential to know what can best be done in each medium and when to use any particular one. Recognition of this will help to assure the most effective use of your public relations dollar and the product you get in return for it.

Cost

The question of cost—the dollars available for public relations—is the "formidable" barrier preventing many organizations from using films more widely and yet, really, it is not so formidable a barrier. Not all films need Hollywood budgets. You may be able to produce exactly the film you need for a surprisingly small amount. Cost per ten-minute reel for a non-Hollywood-type public relations film may run from less than $5,000 to more than $25,000 and a low cost needn't mean you will be selling your original idea short. A small budget need not restrict the excellence and effectiveness of the final result. We all have seen those great sprawling motion pictures which, in spite of sound and fury and finest gloss, have fallen far short of the effectiveness or the intellectual and emotional appeal of a simple, honestly-felt and honestly-conceived film.

A great number of choices are open to you which can be manipulated to bring a film project within the limits of your budget. For example, color costs more than black-and-white. Perhaps your proposed film really does not require color and by changing to black-and-white photography you can come up with a realistic budget. Synchronized sound costs more than the use of a narrator. Perhaps, then, you should use a narrator. Animation usually costs more than live shooting. Can the conception be altered and still be fully realized? If your budget is below the cost of any film, a filmstrip may well be the answer; in fact, for certain jobs, no matter what your budg filmstrips are sometimes more effective than films; and effectiveness, in the final analysis, is the important consideration.

Also costs are relative. What is usually most important is the "cost per person" seeing the film. A United States company produced a sales-training film for its sales staff of twenty people at a cost of $20,000 —$1,000 per person—but it was considered a profitable investment. A good documentary, costing as little as $10,000 may reach a Canadian non-theatrical audience of 1,000,000 in the course of five years—a basic cost per person of one cent. Considering that the simplest pamphlet may cost five to ten cents a copy and an elaborate brochure fifty cents or more, expenditure on a *good* film obviously is a good investment.

Distribution

But how is your film going to be distributed? There are several channels open to the Canadian sponsor. If your organization has branch offices, screenings can be arrange through these, though a fairly heavy investment in equipment and staff time would be required. Canadian commercial film producers have distribution systems which make use of the hundreds of film councils and film libraries, in addition to the outlets provided by their own offices. Again, sponsored films, in some instances, are added to the 16mm theatrical entertainment programs shown to audiences in areas where there is no regular 345mm cinema. Commercial producers will charge either a flat sum for national distribution or a per capita fee based on reported audiences. They will also, if you wish, prepare advertising and promotional material.

The distribution system of the National Film Board also is available to the acceptable sponsored film but certain conditions must be met. It must be a good film, must have national interest and significance and may not contain advertising material other than credit to the sponsor . . . these to appear in the titles. There is no charge for NFB distribution, but the prints for exhibition must be provided. Quarterly reports are made, stating the number of showings and the total audience reached. Widest distribution is obtained if films are included in the Board's basic circuit programs each of which reaches more than 3,400 communities. On completion of this circuit distribution, films are circulated through some 300 film libraries. Among those using these libraries are some 350 film councils, committees of film users representing about 6,600 churches, clubs, community associations, labor unions and other organizations.

It is worth remembering, too, that the coming of television in Canada will further increase the potential audience for informational films. In an eight-month period last year, NFB films were booked 1,630 times on U.S. television networks and stations . . . an index, certainly, of the reception your film may get if it's a good film.

Production

Can you be sure that, in the end, yours *will* be a good film? Well, you never can be absolutely sure but it is possible to come close to assuming it. Canadian commercial producers with both sound judgment and a fine film sense are at your service. But the responsibility for assuring the excellence of your films will be as much yours as theirs.

As sponsor you have to arrive at a clear understanding of, first, what is the film to say and, second, to what audience is it to be addressed. But you have not only to know what you want your film to say and do. You have to remember that you are asking your producer to translate your idea into a film; and, most important, you should allow your producer to decide how this can be done most effectively. His judgment in this matter must be respected. He is the professional. His advice and his skill are what you're paying for.

This brings us back to the point that no film should be dull. The producer's job is to make sure it will not be. It is also his job to make sure that the audience for your film is treated with respect, for that is essential to intelligent public relations. In far too many sponsored films you can practically hear the sponsor saying: "I've got 500 helpless humans looking at my picture and short of leaving the hall, they can't object—so I'll show them my trade-mark a dozen times and mention my name a couple of dozen". You may not hear the objections but you won't win friends. Trade-marks and trade names can appear in a film naturally but they should not be forced in.

It is possible to inform or instruct and entertain at the same time. The process of learning can be enjoyable and exciting instead of lugubrious and painful. But entertainment does not mean a joke every forty seconds and a dance routine every reel. The search for oil can have tremendous audience impact. A sales training film can be full of interest. And the making of silk hosiery has its own romance and fascinations quite apart from—but not necessarily excluding —a can-can sequence.

Mr. Heron suggested as part of and first in his definition of public relations: "the policy of doing good". Production of public service films fits naturally into such a policy and is a natural corollary of business' growing recognition of its responsibilities in the field of public service.

Finally, there is a growing appreciation of the public relations value of a newer type of film—the film which emphasizes the sponsor's awareness of his public responsibility. This new era is still wide open and, if properly explored, full of reward. A particular subject may have nothing to do with a sponsor's product but he may feel it ought to be made. There have been such films produc by sponsors in Canada and elsewhere and they have met with enormous success. The educational series sponsored by Shell Oil in England or such Canadian films as *The Loon's Necklace* or *Newfoundland Scene*, sponsored by Imperial Oil, are examples. In each case they have brought prestige and respect to the sponsoring company or organization.

Organizations which exist solely for public service and subsist entirely on public contributions have also found that investment of a portion of that money in film is well justified by the return in public education and support. At the first showing in Toronto of *Challenge of Labrador*, a film showing the work of the International Grenfell Labrador Medical Mission, so many people were turned away from the Museum Theatre on a Sunday afternoon that a performance was held in a near-by church following the service that evening. The opportunities which are available to those public service organizations which can use films in their publi relations are almost unlimited.

Reprinted by Crawley Films Limited, Ottawa, Toronto and Montreal, through the courtesy of the Canadian Association for Adult Education. This article forms one chapter of the new booklet LET'S TELL PEOPLE — PUBLIC RELATIONS FOR ORGANIZATIONS, available at 15 cents from the C.A.A.E., 143 Bloor Street West, Toronto. (Quantities of 50 or more, 10 cents.)

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February 16, 1953.

Filmaturity

This is our fifteenth birthday!

Fifteen years ago Budge and Judy Crawley on their honeymoon produced "L'Isle d'Orleans", and in New York won Moviemaker's coveted Maxim award for the best amateur film produced that year in the whole world. The same year they turned professional and founded Crawley Films.

In not too many countries today is it possible for a young man's hobby to grow to an international business in fifteen years. That's why we put together this little leaflet to tell you what has been accomplished in that time. We hope you read it -- and like it.

Those fifteen years with their 382 major films -- plus countless trailers, editing jobs and shooting assignments -- add up to a whale of a lot of experience, not only in film techniques, but in the constant application of creative people solving advertising and sales and public relations problems.

The film production industry is developing too rapidly to ever reach full maturity, but the next few years will see many more creative and technical strides forward for "Canada's Most Interesting Industry".

Advertisers to Make More Films this Year

When "Marketing" polled over 500 Canadian national advertisers, they discovered "there will be no let-up in the use of films and slides in 1953". On the contrary, 36% stated their intention of using films while 18% planned to use one or more new films for sales and advertising.

Figures for Sponsors

This month page 2 of this newsletter lists the figures most often requested by our sponsors. You'll find them very useful.

We seem to have gradually developed into an unofficial information bureau on the film production industry and every mail brings questions and problems. Without any obligation whatsoever let us know if we can help with your film problems too.

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice-President.

USEFUL FIGURES FOR FILM SPONSORS

Time Footage Table

	Time	16mm Film	35mm Film
	5 Seconds	3 Feet	7½ Feet
	10 "	6 "	15 "
	20 "	12 "	30 "
	30 "	18 "	45 "
	1 Minute	36 "	90 "
	2 Minutes	72 "	180 "
	5 "	180 "	450 "
	10 "	360 "	900 "
	20 "	720 "	1800 "
	30 "	1080 "	2700 "
	40 "	1440 "	3600 "
One Reel Approx.	11 "	400 "	1000 "
Two Reels "	22 "	800 "	2000 "
Three " "	33 "	1200 "	3000 "
Four " "	44 "	1600 "	4000 "

(35mm film is 2½ times the length of 16mm)

Footage Frames

One 16mm foot has 40 individual frames
" 35mm " " 16 " "

Commentary Speed

The commentator on an average industrial film speaks at the rate of about 130 words per minute. For a scenic, however, the rate could be as low as 110 words per minute, and for a fast-paced TV filmed commercial as high as 165 words per minute.

Projection

Silent film (either 16mm or 35mm) projects at 16 frames per second
Sound film " " " " " " 24 " " "

When projecting 16mm, your audience should be no closer to the screen than twice the screen's width, and no more than 30 degrees on either side of the centre aisle. If such an arrangement is not possible in a wide hall, you can increase visibility by using a matt screen instead of a beaded one.

CRAWLEY FILMS LIMITED

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March 16, 1953.

How You Can Reach 500,000 Canadians

The National Film Board are actively seeking sponsored films for the widest national distribution. Suitable films will be shown to many hundreds of thousands of Canadians without any charge to the sponsor.

Remember that non-theatrical audiences go to the showings for the express purpose of seeing documentary and informational films. They are people who want to be informed. And remember that literature can be distributed at the same time and discussion of the film further provoked.

Each year the NFB receives over 1000 suggestions for film topics. All requests of recent years have recently been reviewed and here are the subjects most in demand with the NFB's suggestions for sponsors.

SUBJECTS	SUGGESTED SPONSORS
1. Transportation	
How transportation Opens New Territories Role of Railroads in our Economy Airline Operations - Passenger and Cargo Growth of Highway Transport	Manufacturers of planes, rolling stock and trucks Railways and Airlines Trucking Associations
2. Home Management	
Family Finances Efficiency in Housework How to Take Care of Your Dog and How to Train Your Dog Decorating Your Home Your Baby's Health	Banks, Loan Companies Home Appliance Manufacturers Meat Packers and other Dog Food Manufacturers Paint, Wallpaper, Linoleum Baby Products
3. Safety	
Water Safety, Safety in the Home Safe Driving, Safety on the Farm, etc.	Insurance Companies and Associations

4. Sports (particularly instructional)

Hockey, Football, Figure Skating Water Sports, Basketball, Baseball, Lacrosse, Golf	Manufacturers of Sporting Goods, Cereals, Health Foods, Soft Drinks

5. Houses

What to Look for in Buying a House Building Your Own Home Remodelling Your Home	Mortgage Companies, Construction Associations, Lumber Producers, etc.

6. Mining

Oil, Metals	Oil or Mining Companies, Mining Equipment Manufacturers

7. Farming

Modern Farm Plumbing, Farm Mechanization New Insecticides, Modern Farm Homes Chemistry on the Farm, Farm Financing Pruning and Grafting, Marketing Advice	Manufacturers of Farm Implements Feeds, Paints, Insecticides, Building Materials, etc.

8. Forestry

Wallboards, Chemical By-Products, Controlled Lumbering, Bush Operations	Forestry Companies and Associations

9. General Topics

Auto Accidents - obtaining witnesses, notifying police, insurance problems, legal aspects, etc.	Insurance Companies and Associations
The Work of National Associations	Red Cross, St. John Ambulance, Community Chest, Humane Society, etc.
World Goods to Canadians -- the economics and processes of finding, buying and delivering the million-and-one articles found on store counters	Department Stores.

Ask us today to send you a complete copy of this NFB survey of the film subjects most demanded. At the same time we will send you complete information on distribution. And then if you want to discuss (no obligation of course!) costs and story of any subject, we're completely at your service.

Whatever your story, it can be shown best through that unique combination of sight, sound, movement, colour, music, and dramatic impact -- the Commercial Film!

HELP!

You'll find a simple, quick, prepaid reply card with this letter. Please help us by filling it out and returning it to us now. Many thanks!

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

April 20, 1953.

More Film Information For You

Canadian Film Institute, 172 Wellington Street, Ottawa, has prepared special film lists on the following subjects: Sales Training, Industrial Safety, Office Practice, Traffic Safety, Fire Prevention, First Aid, Productivity, Supervisory.

"Films Helpful in the Promotion of Better Human Relations" is a useful new leaflet available from the same source.

We have been forced into a third printing of our 16-page "Directory of Sources of Free 16mm Sponsored Films in Canada", having filled requests for some 11,000 copies across the country. Additional copies now available with our compliments from any Crawley office.

"Suggestions for Effective Projection of Movies, Slides and Slidefilms" is the title of an excellent new leaflet put out by Canadian Kodak Company, Toronto 9.

The big Annual Production Review Number available at $1.00 from Business Screen Magazine, 7064 Sheridan Road, Chicago 26, gives complete data on U.S. and Canadian business film production and all leading producers. Article on Canadian production of particular interest.

The Crawley Film Rental Library now has the famous Moody "Sermons from Science" Film Series for church and general use. Also the excellent series on "Salesmanship" and on "Industrial Organization and Management" produced by McGraw-Hill.

Getting International

President F.R. Crawley off to Europe soon to interview prospective new technicians and to make plans for a film we are shooting this summer in the French Alps for a Canadian sponsor.

The famous British radio voice of Bruce Belfrage was brought to the studio by its owner to speak the commentary on "Rogerstone", shot by us in Wales and distributed in England by Northern Aluminium Limited. To supplement the actuality we built and filmed an elaborate studio model of the English plant.

Putting the finishing touches to "Brasil", the big new job we produced on that country for Brazilian Traction Light & Power Company. You'll be hearing more of this one.

Technical Chief Rod Sparks in New York studying Third Dimension and its impact on industrial film production. We've been shooting some 3-D tests but are advising our clients to go slow until the smoke clears from the many competing systems. Leading U.S. industrial producers doing the same.

Tom Glynn back from February in Jamaica where he missed some raw Canadian weather shooting a new film for Aluminium Limited (bitterness will get you nowhere, Fraser).

Love that Television !

Difficult for Canadians to comprehend the phenomenal growth of TV in the U.S. Ninety per cent of Cleveland homes are now equipped with receivers -- other cities include Philadelphia with 88%, New York with 85%, Chicago with 81%, Boston with 80%. Its meteoric rise as an advertising medium is best illustrated by the 1000% increase from $27.5 million in 1949, to $275 million last year.

"Tide" reports that New York producer costs on a high quality one-minute filmed commercial can run from $1,000 up, with $3,000 fairly common.

THE POWER WITHIN

The Executive Committee of the Missionary Society of the Church of England in Canada has just passed the following resolution:

> "That a letter of appreciation be sent to the Crawley Film Company for their great work and interest in producing THE POWER WITHIN."

This 45-minute colour film tells of the Church's work among the Eskimos near Coppermine beyond the Arctic Circle; among the Blackfoot Indians at Gleichen, Alberta, and the Cree Indians at Fort George on James Bay; and in the lonely settlements along the British Columbia coast. Shots show mission people at work, at play and at worship. Short sequences also tell of missionary work in India, Pakistan and Japan.

Film Figures from the U.S.

Metropolitan Life has shown its health films to 160 million people since 1922 and that's a lot of distribution..... The number of 16mm projectors has jumped from 25,000 in 1940 to the present 400,000..... Last year the 126 leading U.S. business film producers alone made well over 1,500 motion pictures (with over 75,000 prints) plus hundreds of slidefilms (with the phenomenal number of over 500,000 prints)..... U.S. business film industry grossed over $56 million, of which TV film sales accounted for perhaps 10%.

Thank You !

On this, the sixth anniversary of "Crawley Commentary", our hearty thanks to the hundreds of readers of this newsletter who took the trouble to complete the reply card last month. The comments were heartwarming and we will do our best to follow the many thoughtful, constructive suggestions for future issues. A number voiced gratitude for the recent issues on costs, on distribution, and on films for TV.

As might be expected, some of our more personal friends had themselves quite a field day with the card, and in Canadian executive circles there seems to be considerable interest in someone called Marilyn Monroe. And in 3-D too !

Yours aye,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May 25, 1953.

Obtain

NINETEEN NEW WAYS TO DISTRIBUTE YOUR FILMS IN CANADA !

At the request of several of our sponsors, we have just completed Canada's first "Survey of 16mm Sponsored Film Distribution Through Provincial Government Agencies and Universities".

This survey includes nineteen provincial agencies and university libraries from coast to coast and lists their type of audience, present number of sponsored titles, the number of French and English prints desired, the average audiences reached by a film in the first year and the first five years, the film subjects most desired, and their standards for acceptance of advertising content.

We consider this to be one of the most useful efforts we have yet completed for Canadian advertisers and sponsoring organizations. Copies are available with our compliments from any Crawley office.

BIG FROG--BIG POOL

We often think that building a film production business in this country is like making water run uphill. So it is always interesting to see how we compare in size with other producers of sponsored films in Canada and the United States.

When the editors of Business Screen of Chicago did a very complete survey of the industry a few months ago, they could find only 162 established companies in the U.S. out of the more than 1,000 listed in telephone and trade directories. In this country they reported on only 8 established companies out of the 70 listed across Canada. And Crawley Films now ranks in the 15 top volume producers of sponsored films in North America !

So the next time an advertising executive says to me that "We are wondering if we should go to one of the big U.S. producers"--I'll refer him to you !

AMONG MOST USED FILMS IN THE UNITED STATES

When the Educational Film Library Association polled 134 leading U.S. film libraries on the most used films in the adult and school areas, 932 different films were listed. They found that CHILDREN'S EMOTIONS, produced by us for McGraw-Hill of New York, is now the second most used film in adult education, and THE LOON'S NECKLACE, sponsored in Canada by Imperial Oil and in the United States by Encyclopaedia-Britannica is the fourth most used film in U.S. schools. (Over 600 prints of this latter subject are now circulating around the world.)

CANADIAN FILM AWARDS

Every year since Canadian Film Awards began, a Crawley film has topped all entries among those sponsored by industry. Outstanding quality like this has resulted in greater distribution--greater benefits to our sponsors.

1948 -- THE LOON'S NECKLACE, sponsored by Imperial Oil--chosen "Canadian Film of the Year".

1949 -- ZERO DE CONDUITE, sponsored by Molson's--only industrially-sponsored film to receive an award.

1950 -- CHILD DEVELOPMENT SERIES, sponsored by McGraw-Hill of New York, and POWER OF PENNIES, sponsored by Canadian Dairy Farmers--only industrially-sponsored films to receive awards.

1951 -- NEWFOUNDLAND SCENE, sponsored by Imperial Oil--chosen "Canadian Film of the year" and awarded first prize in Non-Theatrical Open. PACKAGED POWER, sponsored by Aluminium Limited--awarded first prize for industrially-sponsored films.

1952 -- IMMEDIATE ACTION, sponsored by Toronto Stock Exchange--awarded first prize for industrially-sponsored films, "for outstanding clarity and deftness in explaining a seemingly complex and not widely known phase of business operations".

Four more prizes went to Crawley Films this year. ROGERSTONE, for Northern Aluminium Co. Ltd., of England--Honorable Mention "for vivid presentation of an industrial process". THE POWER WITHIN, for The Church of England--Honorable Mention for "achievement of purpose and excellence in presentation of facts". LES BOUTS D'CHOU--Special Award "for a stimulating demonstration by young children of creative self-expression in the arts and crafts". BIRDS THAT EAT Series, sponsored by the International Film Bureau of Chicago--Special Award "for achievement of educational purpose".

INSTITUTES ON FILMS AND COMMUNITY LEADERSHIP

Four basic courses on "Films and Community Leadership" will be held this summer at Queen's University, University of Western Ontario, North Bay Normal School and Port Arthur Technical Institute. Dates, rates and particulars from the Ontario Association of Film Councils, 155 Heath Street East, Toronto.

FLOTSAM AND JETSAM

Find that many people think that because we are headquartered in Ottawa, most of our current production comes from federal government--actually it is only 7%..... as many as 60 special films will be officially sponsored to support a new productivity drive throughout British industry, forecast Chancellor of the Exchequer R.A. Butler..... 50% of U.S. homes now have TV sets and TV used 400 million feet of film last year..... average Canadian spends $8.00 going to the movies..... architects now working on a modern new Crawley studio..... more about films and less about Crawley's next month--promise!

Sincerely,

Graeme Fraser

Graeme Fraser
Vice President.

H-105-5

File

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Crawley Films Limited

Film Producers for Industry, Government, Education, Television

CRAWLEY COMMENTARY

June 22, 1953.

On Choosing a Producer

John Ruskin must have been in the film business when he said that "there is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

Before you entrust your product or your reputation to the care of a producer, ask him and his clients some searching questions about his background of experience, his facilities and equipment, his financial stability and, most important of all, his creative staff. In terms of service, the most experienced producing organization costs no more than the least experienced.

Even production talent is not enough. Ahead of that comes the ability to analyze a problem -- help the client to pinpoint the objectives -- set up procedures that will meet those objectives with dramatic power; and after production comes the interest and willingness to follow through with experienced advice on utilization, promotion and distribution.

Colour Print Prices Slashed

Everyone likes to announce a price reduction. With the volume of our 16mm quality colour printing now over a million feet a year, careful streamlining makes it possible for us to pass on to you a price reduction of about 10% effective July 1st.

These savings will apply on new films and those we are already printing. Lab Manager Gerald Kedey just aching to supply copies of the new price list.

TV Commercials

"I commend sponsors who produce their film commercials in Canada. A message designed for Canadians should preferably be somewhat different to one addressed to a U.S. audience. And if the picture is in French, TV cannot escape the radio practice of creating and writing a French script rather than using a translation, however excellent it may be."

—— Quebec Commercial Manager,
CBC-TV

Cure for Sales Conventionitis

To brighten and lighten sales rallies or conventions, our Equipment Sales Division has taken over exclusive Canadian distribution of "The Salesman", a very funny 11-minute film showing reactions to a typical convention sales harangue. Write for leaflet and rental rates.

"The Handbook of TV and Film Technique"

An excellent new non-technical production guide for executives -- film production costs, methods and processes. Written in New York -- $3.75 from George J. McLeod Ltd., Toronto Publishers.

"Pictures With a Purpose"

New 72-page book by Dr. Roby Kidd, 75¢ from the Canadian Association for Adult Education, 143 Bloor Street West, Toronto. It's the first time the remarkable full length story of the distribution of non-theatrical films in Canada has been written.

Our Ambiguous Language

Technical film terms often throw border officials. Last week a Crawley messenger was taking some films across to the States. "Lead title sections, eh?" read the customs officer from the invoice. "Pretty heavy -- any idea what we usually charge you boys on lead?"

Four Hundredth Title !

Crawley Cocktails (see recipe below) were the order as we completed, this month, our four hundredth major film. It was THE JET AGE, produced for A.V. Roe Canada Limited of Toronto.

Action sequences show the evolution of aviation, moving swiftly from the Sopwith Camel of World War I, through the Hurricane, Tempest and Lancaster of World War II. The first combat jet, the Gloster Meteor, the Javelin fighter and the Vulcan bomber -- through to the building of the modern CF-100 and the Orenda engine (in animation and actuality).

The picture is a "must" for anyone interested in aircraft -- prints soon available from the Public Relations Division of A.V. Roe Canada, Box 430, Terminal A, Toronto.

Sponsors Never Had It So Good

Pleased with the number of leading companies, agencies and associations who asked for a copy of our "Survey of 16mm Sponsored Film Distribution Through Provincial Government Agencies and Universities".

What with the National Film Board, 19 provincial libraries and hundreds of city libraries and film councils all clamouring for good sponsored films to distribute free of charge -- in no other country in the world have film sponsors ever had it so good !

Try to get a good holiday this summer, eh?

Sincerely yours,

Graeme Fraser

Graeme Fraser.

Recipe for Crawley Cocktail

To 400 titles, add 62 enthusiastic people, three centuries of combined experience, 2,000,000 feet of film shot, 33 awards and a dash of bitters. Just stir gently -- never has to be shaken -- always ready to serve.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

July 27, 1953.

A ROSE BY ANY OTHER NAME?

Films, like children, must be named. Unlike a child, a film requires a name for more than identification purposes. There was a Latin teacher who named his children by numbers, and the family roll call read from Una right up to Septimus. This system probably did little harm to the family careers, but it would be sure ruin for films.

Choosing a good title requires a great deal of thought, for though occasionally a film will name itself in its infancy, others remain stubborn, aloof, and unnamed right through to the final stages of production. Somewhere along the line, and the sooner the better, the sad truth must be faced -- if a production is to escape the stigma of illegitimacy, it must be given a name.

There are three main qualifications that name must have. First of all, it should draw attention to itself. This is not modest but it is necessary. The title may find itself lined up in a list with a lot of other hopefuls and a cursory glance be its lot, unless it has that mysterious quality which arrests attention.

This may be accomplished through novelty ("The Streamlined Pig"), humour ("Accidentally Yours"), or even familiarity ("Tale of Two Cities"). In the latter category Shakespeare, the Bible, and Bartlett's quotations seem to have more untapped title resources than the west has oil.

Arresting attention is not enough. Once the eye has been made to pause, the title must do a job of stimulating curiosity. The reader must be made to say to himself, "That's for me. I want to see that!" This may be because he has been given a hint concerning the subject matter ("Steel"), the location ("Song of Ceylon"), the hero ("Nanook of the North"), or some other relevant feature. Sometimes a title seems to be quite meaningless, and in inspired instances ("Fiddle-Dee-Dee") this fact alone is a powerful stimulant to the curious. But -- a title must not be meaningless after the film has been viewed, and that brings us to the third and last qualification.

A film title must be meaningful and memorable in retrospect. If this is accomplished it is much more likely that the film's message will be remembered and that the film will be recommended by those who have seen it. In fact, no matter how excellent a production may be, if it has an elusive title it may find itself very quickly forgotten. Think of the film, you should recall the title. Think of the title, you should recall the film. "The Loon's Necklace" recalls the gist of a pleasant Indian legend. "Are You Safe At Home?" is a question which recalls not only a fire film, but an eternal safety problem.

These, then, are the three qualifications: Attract Attention, Stimulate Curiosity, Be Meaningful and Memorable in Retrospect.

Oh yes -- one other little qualification. All three things should be accomplished in three or four words, even less. More than six is rather clumsy. For one thing, it is difficult to get the big ones all in one frame, and who wants a title looking like a five foot fish on a three foot board?

MOVIE MAKING IN CANADA

Just off the press is the first annual Survey of Motion Picture Production in Canada by the Dominion Bureau of Statistics. The figures are revealing.

They show that in 1952 business film production was a $2,600,000 industry. When you add to this figure the $2,500,000 spent on production and lab work by the National Film Board and the provincial governments, you realize that Canadian movie-making is now over the five-million-dollar-a-year mark.

The amazing total of 384 films turned out last year included 3 features and 73 theatrical shorts.

The bulk of the films were non-theatrical - 308 of them. Of the 206 non-government films, 83% were in colour, 86% in sound, 80% in English, 16% in French and 4% in other languages.

It is particularly interesting to us to see that with 31 firms reporting from all across the country, Crawley's last year produced 23% of the non-theatrical films made by private industry and accounted for the same proportion of the production gross.

In addition to motion pictures, Canada produced 111 TV commercials on film, 893 theatre trailers, 716 newsreel stories for theatre and TV, 30 sound slidefilms and 127 silent filmstrips.

Movie-making in Canada is growing rapidly, much more rapidly than any of us had realized until we saw the fact-packed "Motion Picture Production, 1952" published at only 10¢ by the Dominion Bureau of Statistics, Ottawa. Suggest you may wish to get a copy!

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. - Would you think it presumptuous if we said "Vote as you like.... but VOTE !

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

September 14, 1953.

WHY DO PEOPLE MAKE FILMS?

The most fascinating phase of our business is the continual variety of assignments. Each new film presents a fresh challenge for our creative team -- a challenge to define the job to be done and then to present the story in an entertaining but unforgettable way.

Every so often someone asks us questions about the kind of films we make. So we went back over the list of our last 200 major releases (omitting TV commercials, trailers, etc.) and classified them by principal purpose as closely as possible.

Think you'll find the results interesting -- perhaps useful.

Public Relations		
Explaining aims and operations of company or organization	22	
Putting across company's name	13	
Report to own members	5	
Clarification of annual report	3	43
Education		
For use in schools	19	
Teacher training	11	
Parent education	5	
Health education	5	40
Training		
Training of salesmen and dealers	15	
Safety instruction	9	
Production training	8	32
Sales		
Product uses and operation	10	
Introduction of new product	7	
Plant tour and product manufacture	6	
Sales aids	6	
Sale of company stock	1	30
Tourist and industrial promotion		18
Sports		7
Record of major events		6
Employee recruitment and indoctrination		6
Conservation		5
Construction record		4
Financial campaign		4
Teaching more profitable farming		3
Political campaign		2
		200

TELEVISION ROUNDUP

With Vancouver, London, Quebec and Sudbury coming on the Air, Canada will have seven stations by the end of the year, probably sixteen by the end of next year when two-thirds of our population will be in reach of Canadian TV. Close to 300,000 sets have been installed, with the sales curve due to rise sharply this Fall.

The United States has 225 stations in 158 cities, construction permits have been issued for 428 more and 1225 additional applications for stations have been received. Sets are now in more than 50% of all U.S. homes.

Although film and live programming are growing side by side, film is showing a decided climb on both network and local levels. ABC-TV devotes 48% of its network programming to film. The independents (non-network stations) use film for 61% of their programming.

TV seems to be a potent influence in making Canadian executives further conscious of the advantages of films for advertising and public relations. Besides a growing business in top quality TV commercials, our ordinary work of business film production continues on the upswing, forcing us to increase our staff to 70 and to lay plans for a new building.

All TV commercials and a growing proportion of our other work come to us through Advertising Agencies and we now have worked for Cockfield Brown, James Fisher, J.J. Gibbons, James Lovick, MacLaren's, McKim's, Spitzer & Mills, Walsh, and Young & Rubicam.

MANY TONGUES TO SERVE YOU

In Canada it is always good to do business with a company that is bilingual. But we go a little further -- twelve times further!

The seventy staff members of Crawley Films together speak and write thirteen different languages -- Chinese, Danish, Dutch, English, French, German, Hungarian, Norwegian, Polish, Spanish, Swedish, Rumanian and Russian!

This unique asset is of great value in connection with our international and foreign language film production. How about films for your foreign markets?

FIVE SECOND ITEMS

Beware of using carbon tetrachloride to clean your films as it can cause headache, nausea or even loss of consciousness -- the new non-toxic Ecco "1500" Cleaner is the answer and we'll be glad to send you full information..... entries for the sixth annual Canadian Film Awards must be in to 172 Wellington Street, Ottawa, by January 15..... our cameramen must be glad the Summer is over -- they shot 10,000 feet of 16mm colour per week with a record 46,300 feet in July..... N.F.B.'s "Royal Journey" has the highest audience record of any feature film shown in Canada..... last year this country imported 2,634 16mm sound projectors from the United States alone..... had so many requests for our issue on "How Much Does a Film Cost" that we've had to revise and reprint -- like us to send you a copy?.....

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October 26, 1953.

RELATIONS WITH YOU

The Sales Executives Club of New York has just released a "Kinsey Report" on the involved business of client-advertising agency relationships. The study is based on a survey of 101 New York advertisers of all sizes.

They found that the leading factors governing the selection of an agency were the experience and quality of the agency's top personnel, stability of the agency's past and present accounts, the capacity to originate and follow through on new ideas, as well as the ability to work harmoniously with the client's sales and advertising staff.

As Canada's largest producer of business films, here is how we at Crawley's think we stack up against the four standards:

1. Experience and Quality of Top Personnel

To date we have produced 420 films and the senior producer of every one of these 420 productions is still with us! In an industry noted for high personnel turnover, this is probably an unique world record. President F.R. Crawley is Canada's best known film producer and our department heads and account executives have all had many years in the business. Senior personnel average over six years with the company, longer than many Canadian producers have been established!

2. Stability of Accounts

Currently a full 75% of our films is repeat business for former accounts. Clients return again and again. 20 motion pictures and slide films for McGraw-Hill of New York, 20 for St. John Ambulance, 18 for National Department of Health & Welfare, 15 for International Film Bureau of Chicago, 12 for R.C.M.P., 10 for Imperial Oil, 8 for Molson's, 8 for National Defence, 8 for C.I.L., 7 for the Alberta Government, 6 for Canadian Pulp & Paper Association, 6 for Church of England, 6 for National Parks, 5 for Central Mortgage & Housing Corporation, 5 for the City of Montreal, 5 for Seagram's, 4 for the Post Office, 3 for T.C.A., 3 for Aluminium Ltd., 3 for R.L. Crain, 3 for Bell Telephone, etc.

As for dealing through Agencies, we've been privileged to work simultaneously for as many as three accounts of one Agency.

3. Capacity to Originate and Follow Through on New Ideas

People tell us this is a long suit. Many more than half of our films are from ideas developed by our sales and script staffs and then suggested to sponsors. Even when commissioned to write a script only, almost without exception that film is then made and made by us. Follow through is perhaps best demonstrated by the time and care put in even after a film has been finished -- that's when we do the careful lab work of making prints, send out releases to publicize the film, and help with our know-how of better distribution.

4. Working Harmoniously With the Clients' Sales and Advertising Staff

As soon as a film has been commissioned, it is turned over to one of the five senior producers who works closely with the client's representative. An account executive in Ottawa, Toronto or Montreal also remains in touch with the client, and occasionally during production President F.R. Crawley and Production Manager Quentin Brown will come into the picture for special consultation and smooth liaison.

But we are not yes-producers. While in the final analysis, it's your money and what you say goes, we'll fight (harmoniously) all along the way for what we believe will make a better film up there on the screen. Because a better film means more screenings to larger crowds -- and a greater impact on every person who sees it.

In your company's 1954 advertising and public relations budgets there is probably an item labelled "Films".

It may be a relatively small percentage of your total budget, but, spent wisely, it can definitely upgrade sales and create a better climate in which to carry on your business. (Last year Canadians made 267 business films, 111 filmed TV commercials.)

The difference between just another film and a real winner may be only $1,000 -- or the extra plus of 15 years' experience -- or the unique completeness of our facilities. Whatever it is, a film's chance will be greatly enhanced by early consultation. Really early. Give your producer sufficient time to turn out the kind of film you need -- and the kind of film he'll be proud to give you.

NEW WRINKLE FOR CUTTING PRINT DAMAGE

The Film Department of the London, Ontario, Public Library has a new system for making borrowers aware of print costs. We supplied them with copies of "The Film Prayer" to be pasted on the inside of every film can in their library. Then in big red letters they printed the cost of the film on each card -- e.g., "I COST $85 -- DAMAGES ARE EXPENSIVE".

Others might consider doing the same. We will supply any Canadian film library with sufficient free copies of "The Film Prayer" for each of their prints.

FIVE-SECOND ITEMS

"THE SEA AROUND US", RKO's academy-award-winning feature documentary now playing Canada, includes a ten-minute whaling sequence shot by us in 16mm Commercial Kodachrome and blown up to 35mm Technicolor..... some aspects of motion picture production are part of the three-year course in photography offered by the Ryerson Institute, Toronto..... the U.S. now has 48 different models of 16mm sound projectors, 43 different opaque and overhead projectors, 44 filmstrip projectors..... surprised to learn that Japan ranks third in volume (after the U.S. and India) in motion picture producing countries..... you golfers should see our new "CANADIAN OPEN -- 1953" for Seagram's -- think it's one of our best sports films to date..... had a chance to see the bobby sox brigade in full cry after autographs when Alan Ladd took over our studio for three days to re-record the Universal-International feature "SASKATCHEWAN"..... "SASKATCHEWAN" -- shot in Banff, edited in Hollywood, recorded in Ottawa!

Yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December 7, 1953.

FILM CLIPS

One sponsor says: "Please do not hesitate to do battle with me on any suggestions put forward by us that in your opinion detract from the quality of the film" -- quoted from a unique letter to one of our producers.

New Use for Film -- The City Council of Tucson, Arizona, has "with magnificent success" issued the Mayor's annual report in the form of a 25-minute film which shows the activities of the employees ranging from garbage collecting to street paving, from the laying of water mains to the giving of traffic tickets. Many of the scenes dramatize Tucson as a tourist centre.

New Use for TV -- When A.V. Roe Canada released our JET AGE, they wanted to make it possible for any of their 14,000 employees to see the film -- so they simply telecast it over CBLT, introduced by President Crawford Gordon, Jr. In addition, a mention that the film was available for public screenings brought a flood of scores of requests.

Your copy of the 1953-4 Year Book of the Canadian Motion Picture Industry is available at $2.25 from Canadian Film Weekly, 175 Bloor Street East, Toronto.

The Canadian Travel Film Library, distributed by the N.F.B., is now composed of 99 different films with prints in 66 leading United States film libraries. We're pleased to be playing our part in the outstanding travel promotion program of our country..... 16 of the films are Crawley productions.

The dilemma's horns again: today the accepted phrase among writers of TV filmed commercials is: "Do you want it Thursday, or do you want it good?"

Budgets for company film programs are up for the coming year, according to a survey taken by the editors of BUSINESS SCREEN of Chicago. Indications are for more pictures for sales promotion, more for dealers and distributors in product and training films. The realization that films are an integral part of product promotion and are getting executive attention in planning is evident in the $50,000,000 gross sales by U.S. producers last year.

If you have ever wondered "How a Canadian Movie-Maker Stays in Business", you'll find a feature article by that name in the November CANADIAN BUSINESS. And you may find interesting and/or useful the enclosed reprint of a cover story from "Film News", published in New York.

For you sportsmen, The Canadian Film Institute (now at 142 Sparks St., Ottawa) has three useful new lists of rental films on HUNTING, on FISHING and on WILD LIFE.

F.R. Crawley in the French Alps with Director Jean-Pierre Senécal, Cameraman Stanley Brede and Writer Judith Crawley where they are shooting a new sponsored film for McGavin Bakeries of Vancouver. And Music Director William McCauley over in London for a month studying British film music.

Dr. Roby Kidd, Director of the Canadian Association for Adult Education, took a count at a series of community meetings on public housing to discover that vital as the subject was, 84 per cent of those in attendance said they would have stayed home if films had not been announced as part of the program. And a study of Parent Teacher Associations by Ohio State's Edgar Dale showed that twice as many people attended PTA meetings when films were shown as when speeches only were the rule.

"Directory of Sources of Free 16mm Sponsored Films in Canada"

A new edition, bigger and better, is now being compiled. Over 15,000 copies of last year's Directory have been sent out on request and without charge to film-using groups all across the country.

If you have one or more free 16mm sponsored films and were not listed among the 185 sources last year, rush us the information now -- while you think of it. There is no charge for the listing -- no charge for the Directories -- it's a Crawley service to bring together those who have the films and those who want to use them.

Most Brilliant Department

Lighting is a key factor in all industrial film production and our own equipment has increased until we have now set up, separate from Camera, a self-contained Lighting Department under Ivan Herbert.

During the past year Ivan has travelled over 12,000 miles with his equipment -- from the United States to the northern bush, from Gaspé to Winnipeg. The locations serviced averaged 60,000 watts, sometimes required as much as 90,000. It is interesting to note that our 50,000-watt mobile generator with rolling stock, lights and cable now weighs out at 12 tons!

Release Print Insurance

Release prints of top quality that will absorb rough handling and still continue to give a high standard of projection -- this is a must in the film business.

At last the answer! Just installed in our Laboratory is a special Vacuumate Process Machine to treat prints before they go into the field. This process hardens the film emulsion, thus counteracting scratches, finger marks, oil, brittleness and curling.

It can be used for 16mm or 35mm, colour or black and white, motion pictures or filmstrips, new prints or old. One treatment lasts the life of the print.

Why not specify Vacuumate Processing on your next print order and greatly increase the active life of your prints?

END TRAILER

After editing this issue we focused on the calendar and decided to splice on a trailer directed to every category of film interest -- sponsor, agency, producer, distributor, viewer -- in whatever location, live, animated or still. So here we reel off a sound message, our final recording of the month, cued for the season:

"THE MERRIEST CHRISTMAS AND

THE HAPPIEST, MOST PROSPEROUS NEW YEAR!"

Cheerily yours,

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January 18, 1954.

Looking Backwards - One Year

1953 has been another banner year -- all thanks to our customers and supporters. We've worked very hard and we've been lucky too. For the fifteenth consecutive year our gross business was up over the year before -- this time by a hefty 22%.

During the last twelve months we completed 63 major productions -- 52 motion pictures and 11 filmstrips. In addition there were over 100 smaller assignments -- custom editing jobs, film recording, trailers, TV commercials and slides, motion picture coverage of special events.

You may be interested to learn that the average motion picture ran 22 minutes; the average filmstrip was 48 frames. 73% of our production was in colour, while 76% was repeat business for former clients. (You can judge a film producer by the companies he keeps!)

It was a busy year of progress which saw some staff additions, bringing us to over 70, and the connecting by teletype of our offices in Ottawa, Toronto and Montreal. Plans were completed and contract let for a new building which will triple floor space during 1954 -- and boy do we need it!

Eight more awards came from competitions in Canada, France, Belgium and Italy, bringing to 35 the list of awards in five years. But one of the things that pleased us most was that IMMEDIATE ACTION for the Toronto Stock Exchange won First Prize for Industrially Sponsored Films in the Canadian Film Awards, for it meant that for five consecutive years a Crawley production has topped all Canadian films sponsored by industry.

Last year's sponsors were a real cross section -- interesting proof of the diversification of the sponsored film industry in Canada. The story of Brazil for Brazilian Traction, a film to sell Polymer's products in Europe, a safety film for the Industrial Accident Prevention Associations, pipeline productions for Imperial Oil and Trans-Northern, a sales training job for Canada Bread, a series of five motion pictures and five filmstrips on ADOLESCENT DEVELOPMENT for McGraw-Hill of New York, a school film for the International Film Bureau of Chicago.

Some of the films were for Government -- National Defence, Health and Welfare, Bank of Canada, Royal Canadian Mounted Police, Fisheries, Canadian Travel Bureau, Governments of Alberta and Saskatchewan. There were TV commercials for such clients as General Motors, Imperial Tobacco and Brading's.

Many of the assignments were public relations films for sponsors like Noranda Mines, Sherwin-Williams, Manitoba Pool Elevators, Canadian Industries Limited, O'Keefe's, Canadian Lastex, Lowney's, A.V. Roe, Seagram's, Kenwood Mills, Bell Telephone, Aluminium Ltd., Silva of Sweden, Canadian Metal Mining Association.

Once again Canadian Industry, Government and Television proved their faith in the film medium to move people to action -- and to help create a new climate to live and do business in.

Canadian TV in '54

TV is finally making its presence felt in this country and film sponsors are grateful for this new method of showing their films. Many productions are now planned with a view to TV screenings in addition to other types of distribution. And of course there is a brisk business in TV commercials and slides.

Right now Canada has seven stations -- two in Montreal, plus Toronto, Ottawa, London, Sudbury and Vancouver. By the end of this year we'll have twenty-three -- the new ones being in Halifax, Sydney, Saint John, Quebec, Rimouski, Sherbrooke, Hamilton, Kingston, Kitchener, Port Arthur, Windsor, Winnipeg, Regina, Saskatoon, Calgary, and Edmonton. By next year, it is estimated there will be a TV network of 35 stations and 3,000,000 sets covering a potential 75% of Canada's population.

Canada's present film production industry will be stretched and expanded to provide its share of product for the huge gaping maw of TV.

Another Film Distribution Avenue

Just had a visit from charming Evelyn Horne, Film Officer for the Department of Citizenship and Immigration, who is searching aggressively for more films to be used in giving information about Canada to prospective immigrants in the United Kingdom and Europe. Trained officers of the Department overseas are holding meetings, reaching many thousands of people with films and talks on working and living conditions in Canada.

Films required are those portraying such things as Canadian communities, large or small, with their homes, shopping facilities, schools, etc; industrial or resource developments, especially when working conditions for employees are shown; in fact, any film that will show some aspect of ordinary, everyday life in Canada, as distinct from the tourist holiday type of film. The Department will use any industrially sponsored film provided it will help to give the prospective immigrant the answers to the questions he asks about life in Canada.

If you have a film falling into this category, Miss Horne will be glad to show it to thousands of men and women soon to be new Canadians. And if anyone has an idea about sponsoring a film especially designed for New Canadians -- we have some ideas on the subject too!

Five-Second Items

Last chance to send us information on free, sponsored films to be listed in the new Directory.....looks like a record entry list of Canadian Film Awards this month..... copies of the "Film Prayer" in French now available from our Montreal office to paste inside film cans and help cut down print damage.....over half a million 16mm sound projectors in the U.S. where industry is today the largest user of 16mm films and equipment .....for the first time in six years a survey of 1,000 U.S. advertising managers, TV station program directors and television editors has indicated a preference for TV programs produced on film, rather than live shows.....and a wonderfully happy 1954 to you!

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

REPRESENTATION ABROAD

May 3, 1954.

We are pleased to announce that Crawley Films is now represented in Great Britain by the Film Producers Guild Ltd., of London; we in turn represent the Guild in Canada.

The two companies will exchange shooting assignments, stock footage and information on new trends in sponsored films and will also arrange distribution for each other's clients.

The Film Producers Guild is an association of producers and distributors of films for industry and government departments. The group includes five companies engaged in the production of live action films for many different purposes and one company which specializes in cartoon and animated diagram work. Together these companies contain fourteen units each headed by a senior producer. The Guild owns and operates very fully equipped studios at Merton Park, near London.

The individual companies of the Guild are well known for the high quality of their work and have won many awards at the leading European Film Festivals. The service the Guild provides is backed by continuous and expanding experience in the production and distribution of films over many years, and it employs a staff of 350 people, many of whom have served their companies and their clients for a quarter of a century.

Last year the Guild produced 89 films and 1954 finds them hard at work in Great Britain and with units abroad in Germany, Switzerland, Aden, Kuwait and Malaya.

This association between the largest commercial film producers of Canada and of Great Britain presents great possibilities to those of our clients who have interests across the Atlantic, and particularly in the British Isles, Europe and the Middle East.

IMPERIAL OIL DOES IT AGAIN!

That's the real news behind the results of the sixth annual Canadian Film Awards competition.

The top award of "Canadian Film of the Year" has been given only four times. Once it went to the theatrical feature TIT-COQ -- the other three times to non-theatrical films sponsored by Imperial Oil! First came our LOON'S NECKLACE, then our NEWFOUNDLAND SCENE, and now this year THE SEASONS produced by Chris Chapman, independent producer from Toronto, who has recently joined the staff of Crawley Films. Imperial has set up quite a record for other Canadian sponsors to shoot at!

And our own record is still unbroken -- every year we have won the Industrial Films classification which always attracts the largest entry list. This year it was for EPISODE IN VALLEYDALE for Manitoba Pool Elevators. And in second place came our POLYSAR for the Polymer Corporation of Sarnia. Special Mentions went to another pair of Crawley productions -- BRASIL for Brazilian Traction Light & Power, and FOOD FOR FREDDY for the Department of National Health and Welfare.

Altogether seventeen films were cited this year -- more than half of them by Canada's two largest producers. The N.F.B. had five, Crawley's had four, while eight other producers from Newfoundland to British Columbia took one award apiece. We consider these results rather significant -- hope you do too.

And from Chicago comes word that our FRUSTRATING FOURS AND FASCINATING FIVES for the Department of National Health and Welfare has won the GOLDEN REEL AWARD of the Film Council of America as the top Home and Family film of the year!

Finally, just as we go to press we are told that IT DIDN'T HAVE TO HAPPEN for the Industrial Accident Prevention Associations of Ontario has been given the Award of Merit of the United States National Committee on Films for Safety as one of the "outstanding occupational safety pictures of the year".

FILM -- BULWARK OF TV

The tremendous importance of film in television programming, always strongly suspected, has at last been proved by a very complete survey of U.S. TV stations by the National Association of Radio and Television Broadcasters. They found that more film hours are now being telecast than live hours. In the smaller communities of television station operation film programming is used twice as much as live programming.

The production of telefilms in Hollywood is currently topping that of theatrical films at a ratio of 12 to 1. During 1954, Hollywood will turn out 6,000 hours of finished product for TV against the 500 hours of theatrical film the major studios used to complete during their top years.

MAKING NEWS

Just about everyone in Canada must read Maclean's. That's the conclusion to be drawn from our mail and personal contacts since the April 15 issue hit the stands with the long feature on "Crawley's, Canada's Biggest Commercial Film Business". It follows closely on Crawley features in Canadian Business ("films impressive in quality"), Film News of New York ("among the 15 foremost producers on the North American Continent"), Home Movies of Hollywood ("their fame has spread far beyond the boundaries of Canada").

The story of Crawley Films has appeared in an amazing variety of places -- Time, Hansard, C.P., B.U.P. and A.P., several times in the New York Times, over the International Service of the C.B.C.

Our steady growth and the quality of our work is evidently considered by leading editors to be genuine news for the public -- how much more important is this news to film sponsors?

YOUR STORY ON FILM

If this issue of Crawley Commentary carried as much material as can be presented in a 20-minute film it would be at least 14 pages long! Realizing we cannot expect such a big chunk of your reading time (at one sitting) we keep it as short as possible -- just as you do most of your correspondence.

Yet hundreds of thousands of people across Canada are willing to stop, look and listen to your story on film and give it their undivided attention for twenty minutes or longer!

We'll be happy to discuss your story on film. Call us soon.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March 29, 1954.

THE LOWEST BIDDER

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money -- that is all. When you pay too little, you sometimes lose everything, because the product you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot -- it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better."

— John Ruskin

THE SIAMESE TWINS

The surgeon who recently carried out an operation for the separation of Siamese twins at Hammersmith Hospital studied a film of a similar operation performed in Canada before undertaking his delicate task, reports LOOK AND LISTEN. His own operation was filmed from start to finish, together with a running commentary on the sound track, and the final edited version is expected to run up to 1½ hours.

That so extensive a film should be made for purely medical purposes, and in this case for an operation which is so rarely performed, is an indication of the value which enlightened medical circles now attach to visual and aural records. In this case no written description, illustrated by colour drawings, or still photographs, could provide the immediacy, continuity and comprehensiveness which the sound colour film is able to offer.

CANADIAN PRESS

Cortina D'Ampezzo, Italy, March 8. - Canada has won the Grand Silver Medal of the Italian National Olympic Committee at the week-long showing of films at the Tenth International Sports Film Festival here. The Medal was for Canada's colour film CANADIAN OPEN - 1953 produced by Crawley Films for the House of Seagram. The coveted award was given "for the very good use of colour and the excellent reporting on golf."

WESTWARD HO !

The booming industry of the Canadian West is reflected in our Western business which is increasing tremendously. Just completed is EPISODE IN VALLEYDALE for Manitoba Pool Elevators, and LOOK TO THE CENTRE, an industrial promotion film for the Manitoba Department of Industry & Commerce. For the Alberta Government we have just put the finishing touches to DON'T DROWN and 4-H CLUBS OF ALBERTA.

In production are new films for James Richardson & Sons of Winnipeg and for McGavin Bakeries Limited of Vancouver. And F.R. Crawley has just flown out to Regina to start work on a new Saskatchewan film.

EQUIPMENT SALES DIVISION EXPANDS

Equipment Sales Manager Earl Valley has moved his offices and showroom to better, larger Ottawa premises at 1214 Wellington Street.

Earl and his staff sell and service tape recorders, 16mm sound projectors, screens and TV sets. They operate a 16mm rental library (catalogue on request) and a projection service which includes experienced men armed with slide, filmstrip and 16mm projectors, including an arc projector for very large audiences.

MAID AND A MILLION MEN

Honestly, I don't know any outfit with a more interesting staff than this one. Gathered from a dozen countries, speaking a dozen tongues, mingling the cultures and the film experience of Europe and Asia and America.

Six months ago we acquired a new Purchasing Agent, Mrs. Maralena Genser. She came to us with a wonderful background of twelve years in the purchasing department of the National Broadcasting Company in New York where her last post was that of Assistant to the General Purchasing Agent. We are proud that Mrs. Genser has just been elected to membership in the Montreal branch of the National Association of Purchasing Agents -- only the second time this honour has gone to a woman. So if you've anything to sell us.....

PUTTING YOU IN THE PICTURE

Sponsors will be interested to know that all Crawley productions are now catalogued by the U.S. Library of Congress and the catalogue cards are purchased by libraries, universities and institutions throughout the world.....Continuing growth of business necessitated a last minute decision to make our new building three stories instead of two which will quadruple the floor space of our present building in Ottawa..... As usual, films will be used extensively at the Seventh Canadian International Trade Fair in Toronto -- May 31 to June 11.....Surprised to learn from UNESCO that 21 countries now have TV stations.....Peter Cook's Unit hung up a record last week when they recorded four films on four consecutive days in four different languages -- English, French, German and Portuguese.....Dun's Review reports that "despite the contraction in some industries, early indications point to a new record volume in 1954 in the sponsored film field, which has been growing steadily for a decade."

MORE CANADIAN ADVERTISERS USING FILMS THIS YEAR

MARKETING magazine's annual survey of the plans of national advertisers in Canada showed a marked increase in the use of films with not one advertiser reporting "Less" for this medium. Confirming this forecast, half the advertising agencies reporting to MARKETING stated that clients are planning new films, while in no case was it stated that expenditures on the film medium would be less.

If your organization is one of the many who are planning new films this year we would greatly appreciate the opportunity of discussing with you (no obligation, of course!) the maximum value from your film production dollar. Just write or phone Stewart Reburn in Toronto, Al Fraser in Montreal or in Ottawa —

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

~~OTTAWA~~: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June 7, 1954.

FILMS IN BUSINESS

— Remarks by J.R. White, President, Imperial Oil Limited, at Canadian Film Awards Presentation, Montreal, May 10, 1954.

Moving pictures are playing an important role in modern business. They are an ideal medium for internal and external communication because one both sees and hears the messages they bring. In our company we have used them for quite a few years in connection with personnel and dealer training, sales promotion, product information, mechanized farming clinics and so on. However, these types of films were of specialized interest and, except in the case of some pictures dealing with agricultural activities and development, did not have a wide appeal. So in due course we looked farther afield, and nearly 10 years ago arranged for production of a picture to tell in popular terms something about the problems of finding and producing oil.

Many of us were amazed by the beauty and interest in this picture and we were all delighted by the reception it received throughout the country. I think it was that venture which really established our faith in the value of films for external communication -- in their efficacy as instruments of public education and goodwill.

Out of that came, too, a better appreciation of the cultural values of films and some people may have thought we were going pretty far afield when we sponsored pictures that had no relation at all to the business we are engaged in, pictures such as THE LOON'S NECKLACE and NEWFOUNDLAND SCENE, for instance.

However, I do not think we were, because I have a strong feeling that industry has a real concern and an important role to play in the cultural development and achievement of any country in which it has its being and strives to earn its living.

One would have to go far to find a cultural instrument more adaptable and effective than the motion picture film can be.

The fact that business is such a large user of 16mm films in Canada places upon it a responsibility to sponsor films that reflect the best in cinematic art. In other words, it must play its part in upholding the best standards of quality.

NEW FACES OF 1954

With our big, new studio building ready in the fall and the expanded production facilities it will give us, we are steadily adding to our staff.

Christopher Chapman, producer of Canada's current Film of The Year, THE SEASONS, has joined Crawley Films as a producer specializing in outdoor and conservation films.

Chris was educated in Toronto, after which he spent six years in creative advertising with Planned Sales Limited, followed by a year in England on a commissioned industrial design job. It was while he was with Planned Sales Limited that he became interested in films and bought a camera with which he experimented for two years. In 1952 he left advertising and spent a year in a summer cottage on Lake Simcoe studying conservation and shooting his award-winning film.

Our Toronto sales staff has recently been strengthened with the addition of John R. Stocks in the capacity of Sales Executive. John was, for six years, advertising representative for three business papers of Hugh C. MacLean Publishers Ltd. and, more recently, Advertising Manager of W.C. Becker Equipment Co. of Toronto.

In Ottawa, our sales staff has acquired Bill Kennedy, bright young University of Toronto graduate.

We hope you will soon have a chance to meet these new men.

FILMS HIGH ON NEW MEDIA LIST FOR INDUSTRIAL ADVERTISERS

Industrial advertising and sales managers, responding to a cross-country Printers' Ink survey, pull no punches on how they feel about the challenge ahead. They say new products, tough management leadership and heavier advertising and selling campaigns will deliver the knockout blow. Split-second co-ordination and teamwork have never been more essential in industrial advertising and selling.

All of these companies are taking a good look at the advertising media they'll use for their advertising investments. Almost 25% of them plan on using media this year that they hadn't used before. Direct mail will be the most popular newcomer to them. Other choices, in the order of their preference, are films, business magazines, TV, newspapers, consumer magazines and travelling display coaches.

- Printers' Ink, April 30, 1954.

MILLION FEET A YEAR

"Any time you start something new," says Charles Kettering, "you are sure to have a lot of trouble. Success depends on whether or not you get through the trouble."

Three years ago the volume of our production and the need for speed and close control forced us into the Lab business. We had a lot of trouble at first but now we are through it and are printing 16mm film at the rate of well over a million feet a year. 90% is in colour, most of it A & B roll for top quality optical effects.

A big Houston Processor has been installed to speed processing and ensure the quality of our sound tracks. Also in the Lab Division is our new automatic edge-numbering machine, and the Vacuumate Machine which makes all Crawley prints look even better and last even longer. "A Complete Film Production Service from Script to Screen", to corn a phrase.

In charge of all this furious Lab activity is Arthur Hindrichs, Chemistry and Physics graduate of the University of Heidelberg. His experience includes eight years in European labs and two years designing high speed film processors in Canada. Our thanks to the whole Lab staff for upholding Crawley Quality.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. to the Maritimes

I'll be down through the Maritimes during July and would be glad to discuss film production possibilities with you. Please drop me a line.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August 9, 1954.

CANADIAN FILM PRODUCTION UP 20% IN 1953

That's the news from the Survey of Canadian Motion Picture Production (from the Dominion Bureau of Statistics, Ottawa -- 10¢) and with 32 producers reporting, Crawley's did 27.6% of the gross dollar volume of films produced by private industry last year!

Canadians made 481 non-theatrical films (versus 308 in 1952) in addition to two theatrical features and 55 shorts.

There were 196 TV commercials (up a whopping 76%), 1,172 theatre trailers, 357 theatre newsreel stories, 249 TV newsreel stories, 81 filmstrips and 31 sound slidefilms -- an impressive grand total of 2,613 film items.

French language non-theatrical production continued to grow rapidly. Pleased we were to see that Crawley's had produced one third of those made by private industry.

FEEL LIKE BEING HELPFUL?

Being the kind of person who reads this newsletter, you often have ideas and constructive criticisms about companies -- their products, procedures, advertising, their customer relations. You've thought about telling someone your thoughts or putting them on paper but you weren't sure where to write or even that such a letter would be appreciated.

Please don't let this happen to us!

If at any time you have criticisms or ideas about any phase of our operations, or thoughts about new sponsored films -- please do drop me a line. It's a promise that your letter will be greatly appreciated, fully considered and gratefully acknowledged. It will help us do a better job.

CRISIS!

NEW YORK -- Captain Video lies in a state of suspended animation in the timeless crypt of tenfold life on the disintegrating cosmic satellite, Vesta... Meanwhile the Galaxy, with unconscious Commissioner Carey aboard, is out of control and streaking full power toward the Vegan Sun. The Video Ranger makes his way to Video's side and, becoming subject to the strange grip of the zone of timelessness, also falls into a death-like trance!

While all this is going on Captain Video must get a rampaging atomic pile under control on the sizzling Vesta before it generates enough nucleonic power to destroy the planet Cosmo with its 50 billion inhabitants.(From Du Mont press release as quoted by "TV")

... And we've been worrying about those damn Russians.

FLOTSAM

Ever wonder about those press releases that refer to a film "in full colour"?..... either it's in colour or it's not..... a total audience of over 12 million has seen Crawley-produced films in Canada via the invaluable N.F.B. non-theatrical distribution system..... Hi-Fi fans are very happy with the professional quality at low prices of the new Magnecorder models..... our Equipment Sales Division can give you all the facts by return mail..... do try to get some relaxing holidays this summer, eh? -- remember -- it may be later than you think.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. - Several people planning screening rooms asked for this chart. It may prove useful to you too. Let's know whenever you think of any other useful information we should publish.

PICTURE SIZE CHART FOR 16MM PROJECTION

Focal Length of Lens	Distance from screen in feet							
	10'	15'	20'	30'	40'	50'	75'	100'
	WIDTH OF PICTURE							
1"	45"	5'8"	7'7"	11'4"	15'2"	19'0"	- -	- -
1½"	30"	45"	50"	7'7"	10'1"	12'8"	- -	- -
2"	22"	34"	45"	5'8"	7'7"	9'6"	14'3"	19'0"
2½"	18"	27"	36"	54"	6'1"	7'7"	12'8"	16'5"
3"	15"	22"	30"	45"	5'0"	6'4"	9'6"	12'8"

N.B. The two-inch lens is the standard size which comes with a projector unless a different focal length is ordered.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

September 13, 1954.

Here is a redraft of an article we prepared for "Food for Thought". It may just answer that important question which naturally pops up as you consider your next film.

HOW TO DISTRIBUTE YOUR SPONSORED FILMS

With the number of 16mm sound projectors in Canada (now at an estimated 11,000) and the many thousands of groups of all kinds who regularly use motion pictures in their program, there is no longer a problem in achieving excellent coverage with any good 16mm sound film. Sponsors never had it so good, and hundreds of different organizations now have free sponsored films for the public.

There are at least eight main channels now being used to reach Canadians with sponsored films:

1. Your Own Facilities

Many industries maintain a company film library or show their films through a network of branch offices, salesmen and dealers. Among the larger company libraries are those of Alcan, B.C. Electric, Bell Telephone, Carling's, C.N.R., C.P.R., C.G.E., C.I.L., Goodyear, Imperial Oil, Shawinigan, Shell, Westinghouse. A number of church and health and welfare groups also have national libraries. Some organizations even maintain their own projection equipment and operators.

This system has the decided advantage of being completely personalized and, in some cases, is by far the most effective. In June, Molson's showed their new PANORAMAS DU QUEBEC to over 10,000 persons the first day of release.

2. National Film Board

It is not well enough known that the National Film Board gives national distribution without charge to many films sponsored by industry or organizations. Such films must have national significance, be interesting and informative, and usually be not longer than twenty minutes.

There are now available seven different types of National Film Board distribution (we'll be glad to send you a leaflet giving all the facts on them), but sponsors requiring the widest possible general audience should aim at the Basic Circuit Program where each film is shown in its first fifteen months at some 4,000 locations, mostly in rural communities and small towns. Then the prints are circulated among 350 community film libraries in larger centres.

This type of distribution requires the provision of 31 prints of your film, but it reaches a tremendous audience -- from 350,000 to over 1,000,000 in five years. A similar program in French requires 15 prints for an audience of 125,000 to 200,000.

Some sponsored films have already very impressive totals on N.F.B. circuits. Imperial Oil's LOON'S NECKLACE has been shown to a total audience of 900,000. That's one out of every seventeen Canadians! Three other films have passed the half-million mark -- a dozen more are over 250,000.

Other sponsors using N.F.B. distribution include Alcan, Bell Telephone, Dupuis Frères, Ethyl, General Motors, Canadian Cellucotton, Canadian Pulp & Paper Association, Imperial Tobacco, McColl-Frontenac, Metropolitan Life, James Richardson, Stelco, Simpson's, Toronto Stock Exchange, Weston's, the Canadian Institute of Plumbing and Heating.

3. Provincial Libraries

Canada now has nineteen provincial film libraries, at least one in each province, eager to distribute suitable sponsored films (ask us for a copy of our survey of these libraries). Some are operated by provincial governments, others by the extension departments of universities. Together they reach elementary schools, high schools, colleges, farm groups, women's groups and adult organizations of all kinds.

The Extension Department of the University of Alberta distributed 24,760 films last year to an audience of 636,000. The Ontario Department of Education had 113,000 school screenings to an audience of over 6,000,000. The Bureau de Ciné Photographié of the Province of Quebec took one sponsored film and in four years showed it 700 times to 150,000 people.

4. Community Libraries

There are 387 film libraries and depots, which means that almost every community of any size at all now has its own library, and a truly grass roots system has been developed. Most of them are tremendously grateful for good sponsored films and this means that you can select those types of regions and towns you particularly want to reach with your film story.

5. Film Councils

Canada's 410 film councils in most cases work closely with the community libraries. To these councils belong 10,528 member organizations. A film council will screen your film -- if they find it suitable they will recommend it to their member groups and your film starts to "make the rounds" of that community.

There are regional and provincial associations of film councils which can be most helpful in promoting wider use of your film, and the Film Pools of Ontario are particularly worth the careful investigation of any sponsor.

6. Canadian Film Institute

The C.F.I. maintains the only truly national library in this country and for this reason some sponsors place with them a single print of their film. There is a service charge for each booking which may be paid by either the borrower or the sponsor. The C.F.I. is particularly recommended for highly specialized film subjects with only one or two prints available to cover all Canada.

7. Commercial Distributors

In the United States the commercial distribution of sponsored films by big national organizations, such as Modern Talking Picture Service, is a very important business. In this country there is such a varied wealth of free plans that paid distribution is frequently considered unnecessary.

However, at an average rate of $3.50 per booking your film will be promoted (the main advantage of this system) and handled nationally by commercial distributors.

8. Television

TV, the new system of film distribution, has provided undreamed of extra audiences for sponsors. The high costs of TV live programming, plus the way TV gobbles up talent, has required both U.S. and Canadian stations to search actively for good sponsored films for sustaining programs. Already many Canadian sponsored films, which have first been "cleared for TV", have been televised without charge in Canada, the United States and Europe.

In addition, the TV set, once heralded as the death of the other means of non-theatrical distribution, has actually stimulated them by making millions conscious of the tremendous power of the audio-visual medium. In the U.S., despite their many millions of sets, the use of sponsored films by clubs, schools and groups of all kinds is booming as never before. Some films have over 2,000 prints in active circulation across that country.

And so it is in Canada, where 16mm film production and distribution is growing steadily side by side with the rapid advance of TV.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. -- We at Crawley's are not in the distribution business. But our regular policy of following through on every production means we have learned a great deal about non-theatrical distribution in this country.

Sponsors are cordially invited to visit or write any Crawley office regarding special problems in film distribution or promotion. If we do not have the answer on file I am sure we can get it for you.

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

H-105-5

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October 18, 1954.

"CASE HISTORY OF A MOVIE"

The following letter is so interesting and contains so many ideas for film sponsors, that we obtained permission to reproduce it here. Many thanks for the co-operation, Duncan Campbell and Henry Strub !

Graeme Fraser

ALUMINIUM LIMITED

2100 Sun Life Building,
Montreal, Canada,
11 October 1954.

Dear Graeme:

We have recently completed a fairly comprehensive study of the production and distribution of PACKAGED POWER, the film your company made for Aluminium Limited in 1951 and brought up to date on two subsequent occasions. Some of the facts and figures arising from this survey may be of interest to you.

The film was designed to make a comprehensive presentation to an international audience of some of Aluminium Limited's principal subsidiary plants and installations, as well as our plans for, and confidence in the future. While we might have wished to include a broader coverage, the film eventually concentrated on the principal operations in Quebec (Aluminum Company of Canada), British Guiana and England, as well as the new facilities under construction in British Columbia (Kitimat) and Jamaica.

Primarily, we were interested in showing this film to the business and industrial community. Its broad general interest and relative freedom from commercial advertising were such that the National Film Board gave it free national distribution on their circuits. Ever since 1951, we have been showing this film to our customers and the general public and of course it has been seen by employees of the Aluminium Limited Group of Companies and their families in many parts of the world.

PACKAGED POWER, the making of which involved your crews in some 25,000 miles of travel to twelve locations, was completed in just three months. It was entered in the Canadian Film Awards and won a first award in its class. It subsequently gained distinction at festivals in Britain, France and Belgium. Apart from the pleasure which this recognition no doubt gave to you as the producers and to ourselves, these awards were very good publicity and boosted distribution considerably.

To date we have made more than 250 prints of this film in English, French and Portuguese, and requests for more prints are still coming in. The National Film Board, working with 49 prints, has already screened it to more than 250,000 people in Canada at no cost to us other than the provision of prints. The Provincial Government in

Quebec (through its Service de Ciné-Photographié) and the Film Library of the Aluminum Company of Canada to date account for an estimated audience of another 60,000. In the United States some 65 prints are either on loan to television stations or distributed by Modern Talking Picture Service, who still report impressive audiences and favourable reception for prints month by month.

Most companies of the Aluminium Limited Group in some 25 different countries have one or more prints of the film. In some cases these companies have elected to distribute the film themselves, others have passed the film to professional film distribution libraries which in the main seems to be the more satisfactory method of operation.

There are about 40 prints with Canadian Trade Commissioners and other diplomatic posts throughout the world, and we have many reports of favourable reception and considerable audiences. We believe this demonstrates that our Canadian government representatives abroad are willing and able to do an effective "selling job" for Canada if they are supplied with suitable film material.

There have been a considerable number of screenings of particular interest and importance. At the request of H.R.H., the Duke of Edinburgh, the film was screened at Buckingham Palace. In London two fairly large receptions were held: one for parliamentary and high civil service officials; another for business, the financial world, and the press. Similar gatherings have been arranged in several important centres of the United States. The Canadian Ambassador to The Netherlands held a special reception for the showing of the film and similar events took place in a good many other places. Executives of Aluminium Limited and of the Aluminum Company of Canada have used this film for showings at special meetings here and in the United States.

The only time, as far as we are aware, when people paid to see the film was when it was run at the Avenue Theatre in Montreal for two weeks as a short feature. At that time some 14,000 people saw it. For some weeks the film was shown four times a day at the C.I.L. exhibition centre in Montreal, both in French and in English. During that time 4,500 people saw it. We do not know how many times this film has been shown on television in the United States, but up to the end of last year the estimated TV audience was 200,000.

By the end of last year the total recorded audience was around 700,000. The total cost of production and prints was close to $100,000, three-fifths of the total being spent on prints. The cost per viewer up to that time was, therefore, around 14 cents. This, we believe, compares very favourably with any other form of publicity from the point of view of cost. A film audience is "captive"; we paid 14 cents for a person's undivided attention to our affairs for thirty-three minutes. By the end of 1955, we believe this would work out to 1/5 cent per minute per person.

PACKAGED POWER appears to have been a successful venture. We were fortunate, of course, in being able to tell an interesting story of broad scope but this did not lessen the importance of trying to produce a presentable film to convey the intended message.

Yours sincerely,

(Signed) Duncan C. Campbell

DCC:MO

Director of Public Relations.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

November 8, 1954.

DIRECTORY OF SOURCES OF FREE 16MM SPONSORED FILMS IN CANADA

Two years ago we wrote 1,000 individual letters and compiled this Directory, designed to bring together the thousands of film-users and the hundreds of film sponsors in this country. We were flooded out with the demand -- reprinted twice -- filled requests for over 15,000 copies from coast to coast.

Now our staff has completely revised and brought the Directory up-to-date and here is your copy with our compliments. It contains 256 free film sources for the use of organizations and groups of all kinds. First print run is for 20,000 copies, with advance orders already in the house for 17,000. Additional copies for your associates are available for the asking from Crawley offices in Ottawa, Toronto or Montreal.

And here's a TV bonus for sponsors. Larry Glover, Production Manager of CKCK-TV in Regina, recently wrote us:

"Many thanks for the copy of Crawley's Free Film Directory. It has been of invaluable assistance in setting up our sources of free films for television. Through it I have already managed to clear some thirty-three hours of telecasting and I have only begun to get clearance on the list of available films."

Any Million Dollar Sales to Make?

Read of a manufacturer who spent $50,000 on a full-size demonstration model which has helped make several million-dollar sales -- but it takes days to set up and weighs several tons. Couldn't help but recall that a million-dollar sale was influenced by a Crawley film for which the budget was only a small fraction of $50,000.

Moral: A film can do a great big selling job and may be much more economical. Have you any million dollar deals in the offing that need a BIG presentation?

U.K. Advertisers Turn to Films

British firms spent £2,910,000 in twelve months on advertising films and slides, according to the Institute of Incorporated Practitioners in Advertising. (A.C.A. please note!)

Got Kinesthetic Appeal?

Not too long ago we ran an ad which read, "Does your sales story have KINESTHETIC APPEAL?". We defined kinesthetic as being "emotion through motion", but by the number of enquiries for further definition it seems we had better elaborate here.

When viewing a football game you've noticed how you can almost feel the blow of a hard tackle ... you've caught yourself flinching when fists start swinging. Your grunt or flinch, psychologists tell us, is a kinesthetic response. Similarly, when you watch the villain's great big saw come closer and closer to the innocent maiden, you can't help squirming in your seat. Just another kinesthetic response.

Such emotional envolvement can come only through observation of movement, which is another reason why films are such a powerful selling medium. They are literally moving!

Perhaps You Ought to Read....

1. The new monthly trade paper -- "Canadian Television and Motion Picture Review". Shows great promise as the business magazine of the audio-visual communication media in Canada. Editor is Andrew McLellan. $4.00 per year from Reg. Wilson Publications, 2533 Gerrard St. East, Toronto 13.

2. The 1954-5 Year Book of the Canadian Motion Picture Industry is a MUST at $2.25 from Film Publications of Canada, 175 Bloor St. East, Toronto 5. Almost every day we refer to one or more of its 209 pages. Congratulations, Hye Bossin, on another fine job!

3. The October issue of "Industrial Canada", magazine of the Canadian Manufacturers' Association, has an excellent lead article on "The Celluloid Story" -- a quick survey of the sponsored motion picture in Canada. Many useful ideas for sponsors and prospective dittos. Single copies at 35¢ from C.M.A. at 67 Yonge Street, Toronto.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. - SH! Top Secret!

Instead of laboriously-written, expensively-illustrated, multi-language installation manuals dealing with "hush-hush" equipment, why not a Crawley demonstration film or filmstrip with as many foreign version sound tracks as are required? Ever so much more practical and we're used to handling projects in utter secrecy. Shhhh.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December 13, 1954.

Sales Training -- Problem With You Too?

Seventeen dollars is the price industry pays today for the average sales call, and effective sales training is a continuing problem in every company. Because of our reputation for producing hard-hitting sales films, we are frequently asked to recommend the best sales training film series available. Here's the answer and it's a wonderful Christmas present for sales executives.

Jack Lacy, America's foremost authority on the subject, has just put on to film his famous "Hot Button Salesmanship Course" and we're happy to be exclusive Canadian distributors.

It consists of five sound slidefilms in colour, a sales training guide, quizzes, and a Sales Push-Up Booklet for every salesman. Jack Lacy gives the commentary himself and if you've heard him at your Ad and Sales Club, you know him to be tops in the sales training field. Salesmen who don't over-produce after you give them this new clinic on film, are in the wrong end of your industry!

The complete kit, in a polished plywood carrying case, sells at only $300 -- rents at just $100. A small price to pay to train and freshly inspire your whole sales force. We've produced a lot of sales training films and we consider this series among the best we've seen.

Suggest you order a set now from Stewart Reburn or John Stocks at our Toronto office, from Al Fraser in Montreal or from Earl Valley in Ottawa.

TV Div. Coming

Millionth TV receiver made in Canada rolled off the assembly line of one of 23 Canadian manufacturers last month -- at the same time, because of our growing TV volume, Crawley's made firm plans to establish a TV Film Production Division as a separate operation from our regular production of sponsored films. More news on this one soon.

Traffic in Prints

An increasing number of sponsors are taking advantage of a client service established last year. Instead of sending all your prints to your headquarters and letting you worry, our Traffic Department will individually ship your order of prints anywhere in the world -- to your branch offices, dealers, libraries, etc. There is no fee for this service and you are billed only for the express charges, plus brokerage in the case of foreign shipments.

Traffic Chief Bill Robinson reports that one day last week he sent customers' new prints to all ten provincial capitals across Canada. Another day he shipped prints to eighteen cities across the United States. Moral: Only Ten More Shipping Days Before Christmas !

New Faces

Ten different nationalities are now represented in our ninety-member Crawley family. Two Dutch producers, Ted de Wit and Gerry Raucamp, came out from Holland to join us this last week. Both formerly with Carillon Films of Delft, their sponsored films for KLM, Phillips Industries and the Dutch Government are being widely distributed in America. Their "European Holiday" for KLM was televised over 100 times in the U.S. last year.

Production assignments have taken them to more than twenty countries on seven continents. Each well-versed in all phases of film production, these men are welcome additions to our rapidly growing family of international filmmakers.

Your Film -- Does it Suit You?

Often think a film's like a new suit. If you want the best, you go to a custom tailor, choose the best material you can afford and have it made to order. So with a film -- it's custom tailored to fit your particular product, sales campaign or public relations outlook. That's why you should pick your film tailor wisely -- and on a basis of quality in relation to budget.

Because when the film is finished, it's not the producer's -- it's yours. If it isn't technically tops, if it doesn't meet your need -- it's baggy and ill-fitting. But if it fits correctly, you'll be very proud of it as it wears well with thousands of audiences throughout the years.

Finally, and most important of all, we hope we're first to wish you the Merriest Christmas ever, and for you and this old world of ours a happy, prosperous, peaceful 1955.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January 17, 1955.

THE OLD YEAR

This is the time every company pauses to take stock and to thank their customers for confidence and support. We are particularly grateful to ours -- for the sixteenth consecutive year our gross is up over the year before -- this time by 14%. And this is the first year our Lab printed more than one million 16mm feet !

Completed were 49 motion pictures, 3 slidefilms and 26 TV commercials. In addition there were 120 smaller jobs -- custom editing, film recording, TV slides, film coverage of special events, etc.

The average motion picture ran 22 minutes -- 38 were in English, nine in French, two in Portuguese, one in German. All but two were in colour.

We never cease being amazed at the wide diversification of the assignments. Just look at some of the companies for whom we worked last year -- Aluminium Ltd., Imperial Oil, Ontario Hydro, C.I.L., Proctor and Gamble, Brazilian Traction Light and Power, Polymer, Brading's, Tower Company, Avroe, Canadian Lastex, Bell Telephone, Ford of Canada, C.N.R., Marathon Paper Mills, Pure Spring Ginger Ale, Tuckett's, and the Paint Lacquer and Varnish Association.

There were some mighty interesting films last year -- Dominion Textile's COTTON MADE IN CANADA, Molson's FIVE FACES OF QUEBEC, Ontario Workmen's Compensation Board's TEAMWORK IN ACTION, Seagram's GOLD CUP COMES HOME and A FEEL FOR THE GAME, James Richardson's INVESTING IS FOR ME, Trans-Canada Air Lines' DESTINATION U. K. and, of course, the film we shot in the French Alps for McGavin Bakery of Vancouver, ALPINE BREAD.

Some of the work was for Government -- the Provinces of Manitoba, Alberta and Quebec -- and in the federal field there was National Defence, Fisheries, Health and Welfare, R.C.M.P. and the Bank of Canada's MONEY IN YOUR POCKET.

Many productions fall into the educational category -- the International Film Bureau of Chicago, Encyclopaedia Britannica, the Church of England, Dominion Boy Scouts Association, Independent Order of Oddfellows, Community Chest. Films for Industry, Government, Education, Television -- it's been a busy Old Year and a lot of fun being part of "Canada's Most Interesting Industry".

Sixteen new film awards came our way during 1954, giving us a six-year total of 55 such honours.

And Films For Fifty-Five? Better than ever ! Item -- twenty bright new people joined us, bringing our staff to 93 with six production units. Item -- new equipment; cameras, lights, moviolas and the latest Saltzman Animation Stand. Item -- modern new building, quadrupling our floor space. Result of Items -- more value on the screen for every film dollar.

"NATIONAL FILM BOARD DISTRIBUTION OF COMMERCIALLY SPONSORED FILMS"

If you're a film sponsor (and who isn't these days?) you'll be interested in the latest NFB facts and figures on the types of distribution, audiences reached, number of prints required, etc. Any Crawley office will be glad to send you a hot-off-the-press copy with our compliments.

TO HELP PUT THE SHOW ON THE ROAD

We're intrigued by "Roll-It", the new Audio-Visual Equipment Table, now being distributed by Crawley's Equipment Sales Division. Five models from $44, and they certainly make life easier for 16mm projectionists. Like particulars?

RECOMMENDED READING

"The Dollars and Sense of Business Films", a new book published after two years' research by the Association of National Advertisers in the U.S., is a complete survey of 157 non-theatrical films. It provides heretofore confidential data on actual production, print and distribution costs of advertising and public relations films produced by 67 of the nation's leading companies. Three points from the book:

1. The typical company spends only 4.6 cents to obtain an average of 26 minutes of a viewer's time to tell the company's story. The cost per viewer can drop to as low as 3 mills over the life of the film if it is made for a broad, general-purpose audience.

2. Highly successful non-theatrical films are produced for $25,800, the median cost in the survey.

3. A film can be expected to reach an audience of 276,036 in the first year although audiences of up to 4,548,000 have been booked -- all depending upon the nature of the story and the target audiences. Most films are designed for a five-year life.

TAKE FIVE

A.V. Roe (Canada) Limited estimates that one million Canadians have seen THE JET AGE since we produced it for them a little over a year ago......You might like to make a note of our new 'phone number in Ottawa -- it's 8-8144...... the monthly trade paper "Canadian Television and Motion Picture Review" continues to grow in size and usefulness (subscriptions at $4.00 per year from 2533 Gerrard Street, Toronto)......all Crawley films now being indexed by the Library of Congress in Washington with the individual catalogue cards going out to libraries, universities and institutions throughout the world......we'll have production crews in the Canadian West and in Jamaica next month in case anyone's interested -- "Oh to be in the Caribbean now that February's here."

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February 28, 1955.

CRAWLEY'S OPEN TV DIV.

The TV blue shirt is replacing the executive white collar in Canadian industry these days as the number of Canadian sets nears the $1\frac{1}{2}$ million mark. At the same time Crawley's announce with a happy flourish the opening of their Television Division with headquarters at 21 Dundas Square, Toronto. Initially it will specialize in the production of TV filmed commercials.

At the helm of the new Division will be Quentin Brown, who for the past seven years has successively (and successfully) been head of our Script Department, a senior producer-director (remember PACKAGED POWER?) and Production Manager.

Quentin has a unique background for the new assignment -- B.A.(English) McGill, M.A.(Dramatic Art) University of North Carolina, Cost Accountant at Fairchild Aircraft, deck officer in the RCN, two seasons of professional summer stock, and advertising agency experience with B.B.D.& O. in New York. Spending a good deal of time in Montreal, Ottawa and New York, in addition to Toronto, Quent will also be travelling across the country.

PROFILE ON DONALD CARTER

The first news of Quentin Brown's successor as Crawley's Director of Production came from England in Hye Bossin's newsy Canadian Film Weekly: "Donald Carter, Director of the Gaumont British Specialized Film Unit, Britain, is leaving to join Crawley Films, Ottawa. He was given a farewell luncheon recently by the Association of Specialized Film Producers, of which he was Vice-President. A veteran of the field with 25 years' service, he is regarded as one of the best."

Donald Carter entered films in 1928 as an Assistant Director of feature films with British Instructional. He became an editor and a director of theatrical shorts. In '33 he joined Gaumont British Instructional as Writer-Director of educational films and sponsored shorts. During the war he directed over 100 reels of military and naval training films, became General Manager and then Director in charge of Production.

Since 1948 he has represented the J. Arthur Rank interests in the Producers Association and was a Director of the British Film Producers Fund, the Cinema Advisory Committee to the Home Office, the Film Trade Benevolent Fund and the Children's Film Foundation. These years of experience are now available to our clients and we hope you will meet him soon.

IT'S "FILMS FOR FIFTY-FIVE" FOR CANADIAN ADVERTISERS

MARKETING, weekly magazine for advertising and selling, annually polls all leading Canadian advertisers as to their plans for the New Year. We were delighted, though not surprised, to read Marketing's forecast on the film medium: "A substantial increase in the use of films is indicated for the New Year. Nearly 70% of those using this medium for promotion (either directly through showings to consumer gatherings, or indirectly in training wholesale and retail salesmen) will expand its use. The majority of new films will be for general showing, with a substantial number for TV."

CANADIAN 16mm FILM SURVEY

A.N.A.'s new book "Dollars and Sense of Business Films" has been stirring a good deal of comment along Sponsors' Row in the United States. By an odd coincidence, we have just completed a bit of a survey ourselves -- this time in Canada.

Great believers in "follow through", we wanted to know much more about the actual results of our productions -- to re-screen each film in the light of the sponsor's comments and see what we could learn to make subsequent films even more effective.

We have now received completed questionnaires on 60 typical Crawley productions and the co-ordinated results provide an interesting sampling of Canadian 16mm sponsored films.

PRIMARY OBJECTIVES	
Educate specific groups	57%
Promote public relations	37%
Report to interested groups	30%
Sell goods or services	22%
Promote Safety	7%
Other objectives	33%

TYPES OF AUDIENCES	
Social groups	62%
Service and business clubs	60%
Other public organizations	53%
National Film Board circuits	38%
Business executives	16%
Commercial distribution	8%

(most sponsors indicated several objectives)

The average film had been in circulation for 3½ years and had reached 301,003 people, with 90% of the films still going strong. While this circulation included many films made for specialized audiences, the average audience for the 15 films in the category of Sales and Promotion was 774,263.

Highest distribution for any film was 1,857,224 -- but five others were over the million mark. Every one of the 60 films had been shown to the sponsor's staff. The number of prints in circulation ranged all the way from two to 230 with an average of 49.

Finally, we were grateful for the replies to the last question -- Judging from audience reactions and comments, we consider this film in fulfilling its objective was:

Excellent	45%
Good	52%
Fair	3%
Unsatisfactory	Nil

That's 97% of sponsors who consider a Crawley Film to be good or excellent in fulfilling its objective!

TAKE FIVE

Just finished reading Ben Gross' fascinating new book "I Looked and Listened"..... he quotes the prediction of President Frank Stanton of CBS that by 1957 the U.S. will have 650 TV stations in 300 cities; 90-95 per cent of all homes will have sets; TV advertising in 1957 will total $1,250,000,000.....don't forget Canadian Education Week March 6-12, one of our worthier "Weeks".....new phone number for Crawley's Montreal-- AVenue 8-2264.....ever realize that for every motion picture theatre in Canada there are now at least four 16mm sound projectors in schools, churches, film councils, and industry?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

~~OTTAWA~~: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May 16, 1955.

FREE DISTRIBUTION FOR LUCKY SPONSORS

Off the press is a new service to sponsors -- our "Survey of 16mm Sponsored Film Distribution through 24 Provincial Government Agencies and Universities".

It gives the type of audience reached by each outlet, the number of prints each requires, their present number of sponsored titles (grand total of 1183), ideal length (20 minutes or less) and their individual standards for acceptance of advertising content. Subjects most desired include -- Canadian industry, geography and travel, community projects, health and welfare topics, human relations, safety and sports.

It looks as if a sponsor covering these outlets with 40 English and nine French prints would reach 135,000 Canadians the first year, 500,000 in the first five years, and for free! Copies of the Survey are available to companies and their agencies from any Crawley office.

SPRING TONIC

Got a big lift from the flood of congratulatory letters that greeted the leaflet on our new building last month. It's always a problem to know how to phrase the announcement of the opening of a new plant. It means so much to us and so little to our friends, really. Tough to keep it in proper perspective.

We've been working in cramped quarters for so many years, making too many films with too few people that it's really no wonder we've sometimes missed deadlines and that some films have cost us more than they should.

But out of that old building came 500 films for industry and education and government and television. Slowly, we have grown to the point where we are doing a full quarter of Canada's sponsored film production business.

And our sponsors, our customers, have stuck solidly with us. They've overlooked our shortcomings and returned again and again -- some of them for as many as twenty films.

WHY? Because as we pointed out in that leaflet, FILMS ARE MADE BY PEOPLE AND WE HAVE THE PEOPLE.

In an industry noted for rapid turnover of staff, we have been fortunate in building a top flight team of over 100 creative and technical people, and now at last they have adequate quarters in which to work for you.

MAGIC ELIXIR OF YOUTH FOR YOUR PRINTS

Our lab has an inexpensive cleaning and reconditioning service for worn and dirty prints. They are cleaned, checked, splices strengthened, and new leaders added. Then they are vacuumated to give longer life by toughening the emulsion to resist scratches, rubs and brittleness.

Not every print can be rejuvenated (some are like you and me) but if no sections are missing, the chances are good. So tell the backroom boy to bundle up your prints and send them along, and if they can't be repaired we'll return them without charge. You spent thousands on production -- be wise and ensure that each print still properly show-cases your story.

THREE MAJOR AWARDS IN ONE MONTH

SOCIABLE SIXES AND NOISY NINES for the Department of National Health and Welfare has been chosen one of the Ten Best Educational Films of The Year by the National Board of Audio-Visual Directors of the United States, through Scholastic Teacher Magazine. This is the fifth year a Crawley film has placed in the coveted "Ten Best".

IT'S IN THE CARDS for Abitibi Power and Paper is winner of the plaque for the Best Occupational Safety Motion Picture of the Year by the National Safety Council, Chicago. Fourth time we've taken one. IT'S IN THE CARDS was also the only film sponsored by industry to win a major award at the 1955 Canadian Film Awards. Citation reads: "Recommended for consideration as Canadian Film of the Year for the strength and clarity of presentation which fully achieves its purpose by great economy of means combined with unusual technical competence." This is the eighteenth honour to be won by a Crawley production in the six years of Canadian Film Awards.

The only reason we mention these honours is as proof of competitive quality in diverse fields. Much more important to us is that by actual survey the sponsors of 58 out of 60 Crawley films rate these films as either "good" or "excellent" in fulfilling their objectives.

TAKE FIVE

If any of your young friends doubt the opportunities in Canada, tell them to read the article "Go North, Young Man" in the June issue of PAGEANT, now on the stands -- incidentally it uses Crawley Films as one of the examples of Canadian achievement..... 13 C.P.R. films given a total of 309 showings over TV in 53 U.S. cities to a total audience of 24 million..... Canadian Film Institute, 142 Sparks Street, Ottawa, has new film rental lists on Housing, Building, Language and Labour Relations..... the Jack Lacy Sales Training Clinic on film is available (rental or sale) from any Crawley office -- being widely used by companies from coast to coast..... Ottawans looking forward to an exhibition by the artists of our Animation Department scheduled for June in the Odeon Theatre..... when the Association of Canadian Advertisers surveyed their members recently they found that half of Canada's main advertisers are now sponsoring and using business films as part of their advertising, sales promotion and public relations program..... DUN'S REVIEW AND MODERN INDUSTRY, 99 Church Street, New York, have available film lists on Management, Human Relations, Methods, Employee Training, Economics and Salesmanship..... George Gorman most pleased with Teleprompter, calls it a great addition to any Director's bag of tricks..... when CBC-TV network show, "Exploring Minds", originated from our sound stage recently, an 85-foot transmitter tower was erected beside the new building and 41 CBC staffers and talent descended on us -- interesting experience and we'll be glad to have them come to see us any time..... and the same applies to you.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June 20, 1955.

NEW DEAL ON SALES TAX FOR FILM SPONSORS

The Department of National Revenue has now ruled that effective July 1st, this will be the sales tax situation on Canadian films:

On Production - 10% sales tax based on a value of 9½¢ per foot on finished production ($7.60 on an 800-foot film).

On Release Prints - 10% sales tax on the actual invoice to the customer.

On Educational Films - sales tax is exempt on both production and prints when a film has been certified by the National Film Board as being educational.

These rulings apply to all motion pictures produced in Canada -- 35mm or 16mm, sound or silent, colour or black and white.

We are grateful to the Department for this new deal as it will make it possible for even more sponsors to use the film medium to an even greater degree.

ON SCHEDULE

Here's an interesting problem for you:

6 Producer-Directors
3 Directors and 6 Production Assistants
8 Editors and Assistants
9 Production Departments -- Script, Camera, Lighting, Animation, Negative Cutting, Recording, Music, Set Construction and Laboratory
107 people on staff, plus a floating population of actors, actresses, narrators, musicians, etc.
A Television Division in Toronto
A new motion picture completed every week.

Now -- how do you keep track of productions, services, facilities and people?

The answer is our own invention (who is this Pat Pending?) -- a huge 10 x 20 ft. Scheduling Board, on which production units and their films are plotted down the side. Each day of the year is marked across the top. On 17,420 nails (ever drive in 17,420 nails?) are hung tags representing each of the 17 component parts of a film. In this way, the Production Administration staff can at a glance tell the progress of your film.

Mass production? Never! Every job is tailor-made -- hand-tooled to solve a specific problem in sales, advertising, training, education, public relations. Films are made by people, but this unique system helps to efficiently guide your film ON SCHEDULE.

CRAWLEY'S ACQUIRE COMPTROLLER -- JOHN WALSH, C.A.

A Captain with the Saskatoon Light Infantry, John Walsh in 1945 won the prize of the Institute of Chartered Accountants of Ontario for obtaining the highest standing of any ex-serviceman. A partner in Arthur A. Crawley & Company for seven years, he has specialized in business investigation and management surveys, including a constructive three months effort on us! Now as Comptroller, he will be responsible for general accounting and the administration of our new half-million-dollar film production building.

NATIONAL GROUPS CALL FILMS MOST-NEEDED MATERIALS

"From your experience in the past year, what kinds of materials do you think will be most needed in 1955-56?"

This question was recently asked of national organizations in Canada by the Joint Planning Commission of the Canadian Association for Adult Education. Here are the results, arranged to indicate the weight of importance given by the organizations:

Films
Television
Radio
Printed Materials
Conferences
Records
Exhibits

Those who voted for Films asked for "more and more -- to tell a story vividly and dramatically

- to interpret needs in other parts of the world
- to help Canadians understand today's social and economic problems
- how-to-do-it films (conduct of meetings, discussion group methods)
- on Canadian communities to interpret principles of community planning."

Pleased we were that these thoughtful people rank films as the most-needed materials, and pleased we would be to discuss the significance of this survey with sponsors and prospective sponsors!

TAKE FIVE

Crawley customers do return again and again as shown by the fact that 34 of our customers now have a total of 297 Crawley films between them.....we were grateful for the opportunity to speak to the annual convention of the Canadian Public Relations Society on "Getting the Most from Your Sponsored Films".....and to the annual convention of the Federation of Canadian Ad & Sales Clubs on "A P.R. Programme for a Small or Medium-sized Company".....there's some inter-company rivalry around here since our Equipment Sales Division headlined a recent camera ad, "Start now! -- Make your own movies!".....Ted De Wit and crew back from Jamaica where they shot "Dangerous Journey" for the All-Island Banana Growers Association.....overseas readers of this newsletter (and you North Americans would be surprised to know how many there are) should be reminded that our cable address is CRAWFILMS, OTTAWA.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

H-105-5

OTTAWA. 19 Fairmont Ave. TORONTO. 21 Dundas Square MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

July 25, 1955.

"He who whispers down a well
About the goods he has to sell,
Will never reap the golden dollars
Like him who shows them round and hollers."

With this anonymous quotation from Bartlett about films we announce that it is much too hot for anyone to read deeply, but we thought you would like to see the enclosed picture story from Canadian Television and Motion Picture Review.

INSPECTaculars

Hal Block in VARIETY had another good hot weather item, kidding the producers of TV film series (which incidentally will soon include Crawley's).

"INSPECTaculars are specially made for parents with marriageable daughters. Parents; why send your daughter to Florida, Europe or the Mountains, to meet some eligible bachelor or a rich husband? Block TV will make a Pilot film of your daughter, showing her front view, side view, sewing, cooking, etc. Also long shots of the father going to the bank, a shot of mother getting into the station wagon (station wagons and banks may be rented). Once we make the Pilot film, parents, your work is over!

We will send the film to Florida, Europe, and the Mountains.

Also to Republican Clubs throughout the nation, and in EXTREME cases the Brooklyn Navy Yard."

NO SUMMER DOLDRUMS HERE!

Everyone very busy around here this summer with production crews out shooting business films in Ontario, Quebec, the West and the Maritimes. But we are looking for more work for the fall and like every good salesman we hereby ask for the order -- please let any Crawley office tell you how we can be of service in your sales, advertising, public relations or training program.

And please do get away for some quiet relaxing holidays this summer -- it's later than you think!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY
COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

November 7, 1955.

FILM PROJECT FORM

This form has caused so much comment as our people fill it out with sponsors, we decided to send you along a copy for your own files. It may help to clarify your thinking on your next film.

Better still, why not fill it out yourself and return it to us today? Absolutely no obligation of any kind. We'll study it carefully, make some recommendations, and give you an idea of the budget required to complete the project you have in mind.

C.F.I. COMES OF AGE

This month begins the 21st year of the Canadian Film Institute. Over these years this national, non-government, non-profit agency has maintained a unique position in the distribution of 16mm films in Canada. Many sponsors, agencies and producers are members. Their fees entitle them to free previews, importations, information, publications -- besides helping to support many essential national film services.

If your organization is active in the film field, then you need the C.F.I. and the C.F.I. needs you -- and your support. For information write Charles Topshee, Executive Director, C.F.I., 142 Sparks Street, Ottawa.

FIVE-SECOND ITEMS

The Anglican Church of Canada presented H.R.H. Princess Mary with a print of our "THE POWER WITHIN" to take back to England, a special golden film can being created for the occasion.....tremendous possibilities of sustaining TV bookings for your sponsored films dramatized by N.F.B. figures on our "ROCKY MOUNTAIN TROUT" for the Canadian Travel Bureau -- 219 free TV bookings to date in U.S. and Canada..... New Uses of the Medium Department -- a 40-minute training film on Corsetry has just been released in England.....the Gas Council there now reaches an annual total of five million people with their non-theatrical films.....CBC-TV on the 27th featured a program on "that fastest-growing Canadian industry", motion picture production.....the City Editor of the Edmonton Journal saw our "BRASIL" (for Brazilian Traction Light & Power) on TV and editorialized that "as entertainment, it is excellent, quick paced, interesting and painlessly educational"..... Leonard Knott's excellent new book on Public Relations in Canada includes useful information on the film medium -- THE P.R. IN PROFIT, McClelland & Stewart at $6.00.....Canadian sponsors with international interests please keep in mind our affiliation with the Film Producers Guild of London, the largest producers of films for Government Departments and Industry in Europe.....let's know when we can be of service in any way, won't you?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December 14, 1955.

"A thousand hearings are not as good as one good seeing."

— Old Chinese Proverb

FACE ON THE CUTTING ROOM FLOOR

Your sponsored film invariably has a definite purpose, usually is directed to a specific audience. Because of these two factors, your film must be properly "put together" to be most effective, and this is the exacting job of the film editor.

When shooting is completed, and your film is "in the can", it still may be only one-third completed. Together the editor and director select the best "takes" and slowly and surely the film is built up, scene by scene, until approved and ready for the final recording and printing.

Because smooth, rapid editing is of such great importance we are happy to have Bob Johnson as Supervising Editor with a staff of six experienced editors and assistants plus the three negative cutters in our lab.

Bob has a wide background of 22 years in films, editing everything from half hour TV shows to full length features (e.g. THE WHITE UNICORN). Before coming to Crawley's he worked for Twentieth Century-Fox, Gaumont British, Associated British Picture Corp. and J. Arthur Rank.

THANK YOU, CBC !

"Canada ranks high in the production of the small documentary film -- with the firm of Crawley's highest among any private firm in Canada."

— From CBC-TV's "Newsmagazine"
national telecast.

WE LIKE SCOTCH TAPE FOR MANY THINGS, BUT --

Repairing tears in films with Scotch Tape invites disaster for the next run. Suggest you cut out the broken frames and make a clean splice of the remaining good frames. Your print will live longer. And never, never, NEVER use staples on a break -- think of the next man's fingers !

CANADIAN FILM TOPS IN U.S.

A Canadian film is included among the ten most heavily booked films in United States libraries, according to a national survey conducted by the Saturday Review. It is "FRUSTRATING FOURS AND FASCINATING FIVES" produced by Crawley Films for the National Department of Health and Welfare.

U.S. SCHOOLS GO TO THE MOVIES

"School children now see more motion pictures in schools than in regular movie houses. The average child today attends six times as many educational films as did the child of 1940. Schools now operate more than 90,000 of the 450,000 sound projectors in America."

— The American Magazine.

FIVE-SECOND ITEMS

Shooting now completed on our first colour TV commercial assignment -- it was for the J. Walter Thompson Agency of New York for eventual use over C.B.S. Omnibus..... CBC reports that while 75% of all Canadian homes can now receive TV, about half of these actually do have sets -- 1,350,000 of them..... nice to see no less than four Crawley-produced TV commercials in one evening over CBLT, Toronto..... no wonder filmstrips are popular -- four ounces of them are pictorially equivalent to one hundred pounds of lantern slides..... Tip to Sponsors: some English schools in Canada are using French language industrial films to teach French. Among our productions used for this purpose are the French versions of "TRAVELLERS CHEQUES" (Canadian Travel Bureau), "PACKAGED POWER" (Aluminium Ltd.) and "COTTON MADE IN CANADA" (Dominion Textile) ..... Thank you for reading this newsletter and please accept the very best wishes of all 110 of us at Frawley Films for the Happiest and Most Prosperous New Year Ever.

MERRY CHRISTMAS !

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March 26th, 1956

FRINGE BENEFITS

One of the new terms that has found its way into our common language in recent years is "Fringe Benefits". Like most other companies, we have a lot of them for our staff.

But did you ever think of the fringe benefits for customers? For instance, with every film we deliver goes a company background of 17 years of producing 650 films, our Quality Control set-up, information on distribution, a press service for film promotion, equipment advice and supply, the availability of our stock shot library, our wide contacts across Canada and abroad. Impressive fringe benefits these!

Without doubt, however, the most important benefit is the international knowledge of our staff of 116 people. Coming from a dozen countries, speaking seventeen languages, they combine six centuries of professional film experience.

They've received their education at such universities as Toronto, McGill, Queen's, British Columbia, Manitoba, Cornell, Northern Carolina, Oxford, Cambridge, London, Queen's (Belfast), Lyon, Vienna, Warsaw and Heidelberg.

Their background includes working with such world-famous film companies as J. Arthur Rank, Gaumont-British, 20th Century Fox, Film Producers Guild, U.F.A., Associated British, Douglas Fairbanks Productions, British Instructional and Paris TV.

Among them are producers, directors, writers, cameramen, photographers, recordists, artists, animators, engineers, editors, negative cutters, timers, printers, processors, inspectors, electricians, carpenters, chartered accountants, actors, musicians, account executives. It was Hollywood producer Stanley Kramer who observed that film making is like an iceberg -- 7/8ths of it doesn't show. And it is not unusual for us to put as many as 5000 man hours into a major production.

The broad experience and teamwork and enthusiasm of these 116 people are the priceless ingredients of a Crawley film -- the fringe benefits given without extra charge to all our customers.

HALF AN HOUR ON THE ST. LAWRENCE

A new sponsored film which is causing quite a stir is Canadian General Electric's POWER AND PASSAGE. Directed by Sally MacDonald (female graduate engineers are rare, female film directors are rarer -- Sally is both !), prints are now available for your organization through your nearest C.G.E. Office.

Best way of telling you of this exciting documentary is to quote from an editorial in the Ottawa Citizen whose editor caught the film at its recent premiere before Cabinet Ministers, Deputies and high level officials:

> "A new half-hour documentary film that deserves a wide circulation in this country is 'Power and Passage', telling in a succinct and vivid way the story of the St. Lawrence navigation and power scheme up to the early stages of actual construction. It is a good joint effort by its sponsors, Canadian General Electric Company, its makers, Crawley Films, and also by the St. Lawrence Seaway Authority and Ontario Hydro, which co-operated in the preparation of material.
>
> "Canadian film makers, both public and private, have attained a high standard of proficiency in the production of documentaries. The present example will stand comparison with most of its predecessors, if the test is holding the interest of an audience. The color photography is first-rate, with many imaginative shots of ships and machinery and men. The history of the great river, so necessary to an understanding of the present development, is told simply and without the breathless outpouring of superlatives that sometimes mars productions of this kind. And through the use of animated maps, the watcher can likely get a better grasp of the meaning of the seaway and power project than from the study of many detailed reports on paper."

FORMULA FOR SUCCESSFUL PICTURES

INDUSTRIAL MARKETING for March features Industrial Films. Summary of their basic guide for producing effective industrial motion pictures: Decide on the use for the film; shoot it for maximum appeal to its primary audience; decide on your general story line; call in your director before deciding on your plans; be definite about use and requirements and avoid internal interference; let the producer handle all details which are not part of your usual function; shoot in color unless one of the reasons against it applies in your case.

FIVE-SECOND ITEMS

Delighted that one of the most useful tools of Canadian Education Week was our new teacher-recruitment film APPOINTMENT WITH YOUTH -- your group can borrow it from Moyer School Supplies, 20 Densley Avenue, Toronto 15, Ontario..... American Public Relations Society setting plans for its first Public Relations film awards to be made next year..... President Eisenhower has recommended to Congress that the motion picture appropriation of the U.S. Information Service be tripled..... our CANADIAN CRUSADE for the Canadian Cancer Society will be ready for April -- Cancer Month..... Swiss children under 16 are forbidden to watch TV sets in public places unless accompanied by adults!..... in the Ottawa Music Festival, the Crawley Films Glee Club again won the award for the best adult mixed choir in the city and we're proud of them..... a growing number of Canadian companies are using sponsored films for employee film nights and lunch hour showings -- if yours is not, we'll be happy to send you our "Directory of Free 16mm Sponsored Films in Canada".

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

April 23, 1956.

APR 24 195

"The man who needs a motion picture is already paying for it."
Fraser (1914 - 2004)

GET 'EM WHILE THEY'RE YOUNG

Teenagers made up a quarter of all Canadian brides last year. Two-thirds of our brides were under 25.

Modern Talking Picture Service, leading authority in sponsored film distribution, has found that most sponsors agree that the best time and place to catch the woman's market with a film is in her school years when she is learning about running a household. The teen-age school market offers a terrific opportunity for present and future sales and the sponsored film offers one of the best opportunities for reaching that market.

A good example is the popular JELLY AND JAM SESSION which we produced for General Foods last summer. It is now available to home economics classes from the Audio-Visual Aids Libraries of all ten Canadian provinces.

We can create films on many products or services of interest to these future homemakers and reach them at the best possible time and place -- in their schools. Such films get hundreds of additional screenings before women's organizations all across the country. And Crawley's shoot to sell !

NFB ITSELF MAKING 93% OF GOVERNMENT FILMS

VISION points out that of the 235 National Film Board films produced during the 1954-55 fiscal year, only 17 were let out to private producers; and of these only four were originals -- the remaining 13 were just revisions or language versions.

We at Crawley's are grateful for the magnificent job done by the Distribution Division of the National Film Board, we admire many NFB films, and we are glad of the good relations prevailing between the Board and ourselves.

But would the Government not be wise to spread the base of creative effort and help build a native Canadian industry by letting out a larger proportion of government production than their present 7%?

NEW DIRECTORY FOR CANADIAN TV AND FILM FIELDS

The March issue of VISION is a fact-packed directory of Canadian TV Stations, Agencies, Reps, Equipment, Programs, Research and 62 Canadian Film Producers and Laboratories. Address is 2533 Gerrard Street East, Toronto 13.

CANADA EXPORTS QUALITY TO THE U.S.

Our FIVE FACES OF QUEBEC has just won the award from Scholastic Teacher's Magazine (New York) of being one of the Ten Best Sponsored Films released for School use in the United States last year.

The "Ten Best" are chosen each year by a National Board of Audio-Visual Directors of States and Universities, and over 500 films are considered.

We're very proud of the fact that during the past seven years, seven Crawley productions have been selected for the ten best educational films used in the United States. Here is the record of Crawley winners;

1950 - THE LOON'S NECKLACE (Imperial Oil)
1951 - CHILD DEVELOPMENT (McGraw-Hill)
1952 - AGES AND STAGES (Dept. of National Health & Welfare)
1954 - FRUSTRATING FOURS AND FASCINATING FIVES (Dept. of National Health & Welfare)
- ADOLESCENT DEVELOPMENT (McGraw-Hill)
1955 - SOCIABLE SIX TO NOISY NINE (Dept. of National Health & Welfare)
1956 - FIVE FACES OF QUEBEC (Molson's)

Awards in such tough international competition are proof of quality -- but that's not enough. The constant aim of our people is to produce films that are fully effective in motivating audiences toward a product or an idea.

FIVE-SECOND ITEMS

Patrick Reid back after a busy month through the glorious West where he talked to 150 of our customers and prospective customers..... Crawley crews scheduled to be in British Columbia and Manitoba in the next few months and we expect to be doing a lot more business through the West..... "Ross Reports on TV" estimates $25,000,000 spent on TV-commercial production in the U.S. last year -- a good Canadian indication of similar growth is that our own TV Division with 41 commercials in production at this writing..... the Los Angeles School System and the California P.T.A. jointly present a weekly TV program based on our Child Development film series for McGraw-Hill of New York..... when you visit Ottawa to see the breath-taking Tulip Festival from May 13 to 30, we hope you'll tiptoe through the tulips to see our new studio building at 19 Fairmont.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. Would you like to have a new film for your organization? Then why not take the bull by the horns and ask us for a presentation without obligation? Your film may not cost as much as you think and it costs nothing to find out. Remember, the man who needs a motion picture is already paying for it !

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May 28, 1956.

HOW DO YOU FILM CHILDREN?

(Reprinted with thanks from Text-Film News, published by McGraw-Hill Co. in New York)

How do you get small children to act? Do the rules which apply to adults work?

"Definitely not", say Crawley Films of Canada, producers of the successful "Child Development Series" for McGraw-Hill. You just don't have children memorize their lines and get them to act.

Instead, you explain to them generally what you want them to do and then let them do it in their own way. To get them to do it, you often have to use bribery ("I'll buy you a soft drink if you'll do this..."), fear ("We won't let you be the star if..."), threats ("Your mother won't like the way you're behaving..."), jealousy ("If you don't do this I'll get your brother to do it..."), and so on, ad infinitum.

And it is not only the children on whom psychology must be used. To every parent, his or her child is the star of the picture. And there's no such thing as a "dirty" child to a fond parent. Ask for a child to be brought in who looks as if he has been playing in mud puddles, and invariably the youngster will show up combed, brushed, and in his Sunday best.

To this, add the problem of haircuts in the middle of a picture, changes in clothes, and the lure of the outdoors, and you'll have some idea of the problems of making a picture with child actors.

Crawley Films is quite accustomed to all these problems, having won a reputation for the excellence of their films on child behaviour. Undoubtedly one of the chief reasons for this reputation is Judy Crawley, wife of President F.R. "Budge" Crawley. Her interpretation of textbooks by the noted psychologist, Elizabeth Hurlock, has much to do with the success of Crawley's "Child Development" films made for McGraw-Hill.

The script that Judy Crawley writes is done in close co-operation with Dr.Hurlock and McGraw-Hill's Text-Film Department. This entails several conferences and a tremendous amount of correspondence, checking back and forth. All this is important because, for teaching purposes in college classrooms, the films must be educationally correct as well as in harmony with the over-all general philosophy of Dr. Hurlock's books.

Next comes casting. Crawley directors go to a great deal of trouble, checking school after school, to find children just right for the parts. In the last four films of the "Child Development Series", for instance, they interviewed 500 children for 100 major and minor parts. And, of course, there is the matching of "parents" and "children" in the motion pictures. It's surprising, the directors find, how little some children resemble their real parents, so adults who look more like the child actors are often selected.

Then follows the difficult part of getting the children to act. Amusingly enough, in the last series this was the job of two bachelor directors -- Peter Cock and Stanley Jackson.

Directors and cameramen have to be quick on their feet to catch what is happening. For instance, what do you do when, half way through a picture, your young star decides he gets much more attention when he makes mistakes?

It sounds confusing. It defies all the ordinary rules of directing, and it calls for a premium of patience and psychology and a penalty on nerves. Crawley Films, Canada's largest producer of sponsored films, seems to have these special qualities if the record of the Child Development films is any criterion.

Change of Scene

Not often do we mention staff changes here. We suspect that usually you couldn't care less, but the following men are so well known to so many advertising and public relations men across Canada that we felt this item did have a place in our monthly letter.

TOM GLYNN, eleven years with us as cameraman and Head of Camera Department, gives up location living and expense accounts for new post of Production Manager under Director of Production, DONALD CARTER. Tom's job: to co-ordinate and expedite our ten producers and directors, eight editors, and seven departments -- Script, Camera, Lighting, Recording, Animation, Music and Properties. STANLEY BREDE (a nine year man) becomes Chief Cameraman.

PETER COCK, who during the past nine years has produced and directed some of our most successful films, is taking over as Head of our expanded TV Commercial Division. Included in his background are two years of commercial art and seven years with the Canadian Navy as Commander of a Training Base and 2/I/C of a ship. QUENTIN BROWN (eight years here) who pioneered and developed this specialized operation until we now have 51 TV spots in production, returns from our Toronto offices to Ottawa as a Senior Producer-Director. Dozens of Canadian and American advertisers have reason to be grateful to Quent for their resultful commercials and we know that results will continue under Peter and his special team.

Voice of Experience

Today a Madison Avenue TV man asked me how much experience our present production people had had while with us. Tough question. Finally I dramatised for him thusly:

If all the Crawley motion pictures produced and directed for us over the years by men and women who are now on our staff could be made up into a series of half hour weekly shows for television, they would run longer than seven years, and without summer replacements too! In this changing industry of ours, that is quite a record of experience!

Five-Second Items

Congrats to Association of Canadian Advertisers for another successful convention -- glad to see film used for three of the features (TV Reps, ABC and Fortune)..... Judy Crawley in Chicago as a featured speaker at Golden Reel Festival of the Film Council of America..... 74 U.S. TV stations already equipped to originate local color programs from film with another 18 scheduled for color this year, so color prints of sponsored films will be in demand for sustaining TV use..... you should see N.F.B's interesting leaflet called SPEAKING FREELY, a guide to informal discussion of films and filmstrips ..... comprehensive slogan of the Toronto and District Film Council: "Whatever is worth doing can be done better by films".....

No quarrel here.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

f H-105-5

OTTAWA: 19 Fairmont Ave. TORONTO: 21 Dundas Square MONTREAL 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

CRAWLEY COMMENTARY

August 6, 1956

"It is far easier to write ten passably effective sonnets, good enough to take in the not too enquiring critic, than one effective advertisement that will take in a few thousand of the uncritical buying public."

-- Aldous Huxley in "On the Margin"

AT THE RECEPTION DESK

In the front lobby of our production building in Ottawa sits a charming receptionist called Maria Gordon. There are certain days (we all have certain days, don't we?) when I sincerely envy her her job. She must meet one of the most interesting and varied selection of people ever to enter a business building.

There are the actors and actresses who have played in our films -- names like Christopher Plummer, Lorne Greene, John Drainie, Jack Creley, Frank Peddie, Toby Robins, Joel Aldred, Paul Guevrement, Eric House, Amelia Hall, Eric Christmas, Gilles Pelletier, Kate Aitken, Gerry Sarracini, Barbara Hamilton, Donald Davis, Tommy Tweed, Lynne Gorman, Ovila Legare, Gil Christie, Ed McCurdy, Martha Logan. Couple of years ago Alan Ladd came to our studios to re-record the feature SASKATCHEWAN.

There are our sponsors -- presidents, advertising managers, sales executives, public relations directors, safety men, from some of Canada's largest corporations. The executive directors from some twenty-five trade associations. And particularly since TV, we have had account executives from dozens of advertising agencies across Canada and the United States.

And Government! Cabinet ministers, deputy ministers, heads of crown companies, information directors, officers from the armed forces. (Last month we felt very privileged when The Right Honorable C.D. Howe took time out of his phenomenally busy life to come on set and deliver before our cameras a message for a new industrial film on Canada.) Officials have visited us from all ten provincial governments, from Washington, from the United Nations.

Through our front door come Canadian writers -- Pierre Berton, W.O. Mitchell, Joseph Schull, Joseph MacDougall, Lister Sinclair, Robertson Davies.

There are producers from Hollywood, New York and London looking for cooperative production ventures. Producers from all across Canada for whom we do animation, recording and lab work. Producers from CBC and NFB to discuss matters of mutual interest.

Bishops and Archbishops and clergy from many different churches. Presidents of Universities and educationists acting as film consultants. Leading figures from the sports world. Columnists and reporters tracking down stories for newspapers and magazines. Salesmen of tangibles and intangibles. Wayne and Schuster. Fond mothers looking for a part for their hopefuls. Bright young people looking for a job -- any kind of job -- in Canada's mushrooming film industry. Experienced film-makers looking for a change of employment. Convention chairmen and film council executives looking for new films. The cop on the beat looking for a parking violator.

And receptionist Maria Gordon has her instructions. Anyone who taps on our door gets in -- because they all bring us ideas.

GOOD BUY FOREVER

Good films, like old soldiers, never die. Unlike old soldiers, they don't even fade away.

Twelve years ago, in 1944, we produced for the Canadian Geographical Society a twenty-minute color film called PORTAGE. It is the story of Indian birch bark canoe building.

Over those years several hundred prints have been run off and purchased by libraries, film councils, travel bureaus, organizations of all kinds. In Canada, through the NFB alone, its total audience has passed the 900,000 mark. The International Film Bureau of Chicago has distributed it widely throughout the United States. Prints are out working in dozens of other countries and world audience is now in the millions.

And it's still going strong with new prints being purchased almost every month. Yes, many film subjects can be made in a timeless fashion, not possible in any other informational medium. Good films are a GOOD BUY FOREVER.

CANADIAN FILM AWARDS

Crawley films captured three of the five awards given to commercial film producers this year in the eighth annual Canadian Film Awards.

The Crawley winners were SIBLING RELATIONS AND PERSONALITY (produced for McGraw-Hill Company of New York) "for its intelligent treatment of Sibling relationships"; THE REVOLUTION IS NOW (produced for Weekend Magazine) "for imaginative animation, music, and sharp clear colour photography"; THE FACE OF SASKATCHEWAN (for the Saskatchewan Golden Jubilee Committee) "for its exciting photography and excellent script".

Incidentally, another of our recent productions for McGraw-Hill was the subject of a full-page article in the New York Times magazine last month. Said the Times, "We can predict that some lively talk will be set off in parent groups next season as a result of a McGraw-Hill Text-Film CHILDREN'S FANTASIES which has just been released."

The Times evidently does not agree with the modern concept that parents should be seen and not heard.

Hope you are having a good summer!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY COMMENTARY

September 10, 1956.

"The reception of commercial film by its mass audiences is full evidence that film sponsors have probably come closer than anyone to solving industry's problem of communication."

—Western Business & Industry, July, 1956.

AGENCIES AND ADVERTISERS !

The enclosed leaflet is the first announcement of a unique new way for manufacturers and distributors of products for the home to reach Canada's present and future homemakers with their complete story.

Audiences of Canadian women will now be able to see, hear and understand the extremely interesting "how" and "why" of the many wonderful products they shop for daily.

The Crawley Homemaker Film Programme provides a practical, economical way to use the full power of self-explaining, colour motion pictures in the sales promotion and advertising plans of companies with a story to tell to hundreds of thousands of Canadian homemakers.

The great convenience to borrowers and sponsors of films in this programme is that every Dominion -- every Thrift -- every Town and Country Food Store across Canada will become a free film lending depot. This service, provided by Dominion Stores Ltd. to consumers and suppliers alike, is truly a new milestone in service and we are proud to be associated with them in it.

Public announcements will be made when prints of the first films are available from the Dominion Homemaker Film Library. For full information about sponsoring one of these films, please phone or write any of our offices and ask for the "Homemaker Question and Answer Sheet".

CANADIAN FILM PRODUCTION AND LAB WORK TOGETHER -- UP ANOTHER 20%

Just released from the Dominion Bureau of Statistics, Ottawa, is their "Motion Picture Production 1955" (10¢).

Over the previous year, production is up 16.4%, laboratory work up 24.8%. You'll be surprised by this list of the film items turned out by Canadians last year:

Theatrical features	1
Theatrical shorts	47
Non-theatrical films	352
Theatrical newsreel stories	280
Trailers, Newsclips and Adfilms	1546
Sound slidefilms	66
Filmstrips	227
Television films	338
Television commercials	1334
Television newsreel stories	385
Total film items	4576

Further proof of the phenomenal growth of our industry comes from the DBS figures on the amount of motion picture footage printed last year by Canadian labs -- the equivalent of 23,000 reels in 35mm size and 80,000 reels in 16mm size. A reel runs for eleven minutes and if all this footage were spliced together and run continuously it would take you nearly ten years at 40 hours a week to view it all.

And how about your own film company -- Crawley's? Are they keeping pace with all this growth? Obviously if we were not, this rhetorical question would not appear, but it is nice to be able to tell you that with 46 companies reporting to DBS, we billed 21% of the dollar gross volume of production and made 27% of the non-theatrical sound films of all those companies.

FIVE-SECOND ITEMS

Another novel use of the film medium is in the Toronto suburb of Willowdale where Magistrate Bertram screens before the whole court a dramatic film showing the results of traffic accidents -- makes quite an impression when he reminds witnesses and accused of the seriousness of the charges by reminding them of the film examples..... the Motion Picture Council of Canada has compiled for U.S. interests some very complete information on facilities for production on motion pictures in this country -- we got our copy from George Cuthbert of General Theatre Supply at 861 Bay Street, Toronto 5..... "Selected Guide to Films on Public Relations Practice" is the title of a new booklet put out (at 50¢) by the Public Relations Society of America..... had you realized that half of Canada's four million households now have TV sets?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. re HOCKEY

If you are interested in any school, recreation centre, club or league which plays hockey, ask any Crawley office today for the leaflet on our just-to-be-released series of eight 16mm sound films on HOW TO PLAY HOCKEY. Because of sponsorship by General Mills (Wheaties) and Canada Starch (Crown Brand Corn Syrup) sets will be available in Canada at print cost alone. Every hockey coach should have a set.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October 1, 1956.

THEY SHOOT TO SELL!

OCT 2 1956

Away back in 1952 we did our first series of TV commercials -- four for Ford. As this specialized branch of our business grew with television we formed a specialized TV Division -- now managed by Peter Cock with Producer-Directors Jim Turpie and Betty Zimmerman, Editors Gerald Stoll and Isobel Costello, Cameraman Frank Stokes, with Sales Executive Bill Kennedy based in our Toronto office.

Backing these specialists are the full facilities of the studio -- with departments for Script, Camera, Lighting, Recording, Sets and Props, Animation, Stills, Music -- 115 experienced people.

Concentrating on the high standards, short deadlines and quick turnover of filmed television fare, the TV Division has worked for such discriminating national advertisers as Swift, Kellogg, General Mills, C.N.R., Bristol Myers, Sifto, T.C.A., Pillsbury, Dow, Weston, Adams Brands, D.N.D., and many others.

Variety is the key-note: shooting documentary-type spots on location, research and development of a French-Canadian cartoon character, shooting 35mm Eastmancolor for American network release, producing a series from stock shots alone, working for New York and Chicago agencies and so on.

There was the case of Tony Le Tigre. The Kellogg people asked us to post-dub their famed Tony the Tiger in French. The result was so successful that Garry Moore, upon seeing a print in New York, played it on his C.B.S. network show free!

The TV Division strives to maintain top technical quality coupled with a high degree of flexibility. From simple live-action voice-over to sync sound animation with original music, this policy paid off for our customers. The proof: over 75% of our commercials are repeat business!

The TV Division has brought us closely in touch with Canada's leading agencies and we've been privileged to work for a wonderful list of them -- Leo Burnett, Ronalds, Russell T. Kelley, Vickers & Benson, J. Walter Thompson, Schneider Cardon, Ardiel, F.H. Hayhurst, Canadian, McCann-Erickson, Baker, Walsh, E.W. Reynolds, Cockfield Brown, MacLaren, McKim, Young & Rubicam, Benton & Bowles.

Of late we've noticed an interesting new trend for agencies to work with either a few top-flight producers or with one large flexible producer with the full facilities to look after their film requirements and thus become their "personal producer".

HOW TO PLAY HOCKEY

The world's first series of hockey instructional films (eight complete 16mm sound productions totalling 73 minutes) are being released this month. Authoritative, modern, using the latest devices of education films, they fill a long-called-for need. Technical Director was Willard L'Heureux, Director of Phys. Ed. at the University of Western Ontario.

Schools, recreation centres, hockey leagues and clubs, home and school associations, service clubs -- all are purchasing prints for use this season. Canada's national game is well covered with these eight films: SKATING -- 10 minutes; STICKHANDLING -- 7 minutes; PASSING -- 7 minutes; CHECKING -- 7 minutes; SHOOTING -- 9 minutes; GOALTENDING -- 9 minutes; OFFENSIVE TEAMPLAY -- 12 minutes; DEFENSIVE TEAMPLAY -- 12 minutes.

Because production was sponsored by Wheaties (General Mills) and Crown Brand Corn Syrup (Canada Starch) prints of the complete series of eight films are available 'way below cost -- $145 including sales tax -- in either English or French.

Rush your order direct to Crawley Films -- it takes time to make prints and orders will be filled on a "first come, first served" basis. Sorry, no rental arrangements. Descriptive leaflet available from any Crawley office.

PREMIERES

The Stratford Company was not the only piece of Canadiana selected for the Edinburgh Festival this year. Premiered there was GENERATOR 4, our new theatrical picture for Aluminium Fiduciaries Ltd. And last night SKY WATCH ON 55, our new film on the construction of the Mid Canada Line for Bell Telephone, received its premiere over the CBC-TV network. I predict you will be hearing lots more about these two productions.

SOME SURPRISING STATISTICS

U.S. 16mm film audiences still growing fast despite the new millions reached by films over TV -- the Department of Commerce reports that 47,000 16mm sound projectors were manufactured in 1954..... there's now one projector for every 320 Americans..... did you know that 75% of all U.S. homes have TV sets (20% of New York homes have two sets!) and that 216 of their 447 TV stations are now equipped to rebroadcast network colour while 77 can originate colour?..... Canada's not too far behind with 49% of all households now with sets..... Toronto has 74%, Montreal 73%.

Yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. - At budget time don't forget the many advantages of MOTION PICTURES!

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

November 19, 1956.

TEACHING AS A CAREER

This is the vital subject of, APPOINTMENT WITH YOUTH, a new 28-minute film written by Munroe Scott and directed by George Gorman for Moyer School Supplies Limited.

Endorsed by the Canadian Teachers Federation and the Canadian Education Association, prints are now available in all ten provinces. Ask any Crawley office for the leaflet telling all about the film and where you can obtain a print for a showing.

APPOINTMENT WITH YOUTH is a good program for either adult or student groups. It's a serious attempt to evaluate the satisfactions received by teachers from their chosen profession. It is the hope of the sponsor (and the producer) that through this film more young people will be encouraged to consider carefully the advantages of teaching as a career. U. S. distribution is handled by McGraw-Hill Book Company, New York.

THE QUEEN'S MEN

Mr. N. R. Crump, President of the Canadian Pacific Railway, went through Western Canada last month with the first print of a new Crawley film, QUEEN'S UNIVERSITY AT KINGSTON. In leading cities Queen's graduates gathered to premiere the motion picture story of the 115-year old University.

The scenes on the campus, in the classroom, in the city and surrounding country brought back nostalgic memories. They were reminded of the great variety of available studies and facilities, the under-graduate and graduate research programs. A rip-roaring football sequence (Queen's triumped over Toronto) highlighted scenes of student life, and graduates were heartened to see that the co-eds were as attractive as ever.

All "actors" and "actresses" in the film are Queen's students and faculty members, including Principal W. A. Mackintosh and Rector Leonard W. Brockington.

Written by Crawley's Munroe Scott (Queen's '48) and directed by Edmund Reid (of McGill!) the 23-minute colour film will also be used to show high school students what to expect when they reach the University.

FIFTY GOALS SCORED IN FIRST MONTH!

Fifty sets of prints of our new HOW TO PLAY HOCKEY series (only $145 per set of 8 films) have been purchased across Canada in the first month — purchased by elementary schools, high schools, universities, departments of education, recreation directors, libraries, film councils, hockey leagues, service clubs, etc.

The sponsors have placed a preview set in each province and we will be glad to tell you how you can preview these films with a view to purchase.

PLAN AHEad

For you, we printed up the enclosed little card — if you have not come across it before, we hope on wall or notice-board it amuses you and your visitors. And at the same time may it remind you to PLAN AHEAD for a Crawley film — a film to help you move more goods to market; induct, train and inspire your people, or help create a whole new climate in which to do business.

TELLING YOUR STORY IN BRITAIN

Canadian companies interested in more business from the U.K. can now have their 16mm subjects shown very widely at only 50¢ per reel per screening. Distribution is through the Gaumont British Film Library, a division of the J. Arthur Rank Organization and Europe's largest distributor of 16mm films. Want more information?

DIAL PA FOR PRODUCTION ASSISTANCE

Beginning December 2, please note that our Ottawa phone number will be changed to PArkway 8-3513. For your convenience and service we have six lines into our switchboard, 44 locals around the building, and private-wire Teletype inter-connecting our offices in Toronto, Montreal and Ottawa.

FIVE-SECOND ITEMS

Orchids to Hye Bossin for his fact-packed 191-page Year Book of the Canadian Motion Picture Industry — just out, it's $2.25 from Film Publications of Canada, 175 Bloor Street, Toronto 5.......Our unique Homemaker Film Programme with production of Homemaker films by Crawley's and distribution by over 300 Dominion, Thrift or Town & Country Food Stores across Canada has had excellent response from Canadian advertisers and already we are hard at work on several films for the programme.....Like more information?.......To keep happy those customers who have food products to sell we've built a permanent kitchen just off our studio floor where TV friends like Martha Logan and Betty Crocker can produce their products and serve them piping hot to the cameras.... "Opportunity for Sponsored Films" is an excellent new 24-page booklet on film distribution — it's available without charge from Modern Talking Picture Service, 3 East 54th Street, New York 22......Thirty key Crawley staff members met this month at the Wakefield Inn among the Gatineau Hills to plan for next year......Writers, Producers, Directors, Department Heads, and Sales Executives from Ottawa, Toronto and Montreal worked together to smooth lines of communication, increase efficiency and increase still further the effectiveness of the films we make for you.

Yours,

Graeme Fraser

Graeme Fraser,
Vice President.

DEC 10 1956

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December 10, 1956.

AUDIO-VISUAL EDUCATION IN CANADA

Are you interested in reaching Canada's school population? Many Canadian companies and associations are achieving excellent distribution of their films in Canadian schools, and fresh information is now available to help you assess these possibilities.

The Canadian Education Association has prepared a four-page statistical breakdown of audio-visual education in Canada from information supplied by the Directors of Audio-Visual Education in nine of the ten provinces.

Audio-Visual Education in the Province of Quebec operates differently, in that the Cine Photographie Service of that province purchases all films for all government departments, including the Department of Education. It is therefore difficult to obtain parallel figures but when those supplied to us by Quebec are added to those of the other provinces, some interesting national figures are obtained.

We find 4,500 16mm projectors in Canadian schools, plus 4,000 filmstrip projectors. Available are over 40,000 16mm prints (over a fifth in colour) and 20,000 filmstrips. Advertisers and associations will be interested to know that the provinces now report 827 sponsored motion pictures.

A total of 7,331 schools obtain films and the annual number of school screenings is estimated to be in excess of 600,000.

If you are interested in the school field, any Crawley office will be glad to send you a copy of STATISTICS ON AUDIO-VISUAL EDUCATION IN CANADA. At the same time, film sponsors (or prospective dittos) may wish to have a copy of our own SURVEY OF 16mm SPONSORED FILM DISTRIBUTION THROUGH 24 PROVINCIAL GOVERNMENT AGENCIES AND UNIVERSITIES. Finally we will be glad to send you a copy of NATIONAL FILM BOARD DISTRIBUTION OF COMMERCIALLY SPONSORED FILMS.

MUSIC IN YOUR FILM

Music, properly used, can increase the effectiveness of almost any film, even though audiences may not be acutely conscious of its presence. Here are the six main reasons for using music in motion pictures:

1. Establish mood quickly
2. Establish locale
3. Suggest change in locale, or elapsed time
4. Accentuate the rhythm of the picture
5. Provide a feeling of unity by means of recurring themes
6. Punctuate and emphasize the voice track.

There are three places where music should not be used:

1. Just for the sake of keeping the track alive in spaces between commentary or dialogue

2. Under commentary of a technical nature which requires the undivided attention of the listener
3. To imitate sound effects where actual sound effects would be better.

More than sixty of our films have musical scores written and directed by our own Music Director, W.A. (Bill) McCauley, Mus. Bach. of Toronto University, Associate of the Toronto Conservatory, music teacher, and conductor of the 40-voice award-winning Crawley Films Glee Club.

As the only full-time Director of Music with a Canadian film company, Bill has become something of an authority in this country and you will be interested in this outline of a recent talk of his on the Fourteen Main Steps in Composing Music for Films:

1. Look at picture with producer and decide where music will be useful
2. Break music into sections of one to two minutes
3. Shot-list picture and commentary, starting from zero at the beginning of each section. Note carefully movement of subject or camera which will effect the rhythm of the picture. If there are sound effects with music, make notes on rhythm and pitch
4. Convert shot-list from feet and frames, to seconds and sixths of seconds (as there are 24 frames to one second, a sixth of a second equals four frames)
5. When shot-lists are complete and the total amount of music has been decided (keeping in mind the budget and the extent of music clearance required) then decide on size of orchestra to be used
6. Select most advantageous instrumentation, choose the desired musicians and give their names to the contractor, who then books the musicians
7. Decide on themes to be used -- where they can be repeated to tie the picture together
8. Starting with section one -- map out sketches, outline melody, harmony and rhythm, and indicate instrumentation. Elapsed time is indicated at the beginning of each bar, and the points which must synchronize with the picture are circled
9. From the sketch, write the score for the orchestra, transposing the music to the correct clef and key for each instrument
10. From this score, the copyist then extracts the parts for the individual instruments and writes them neatly and accurately on manuscript
11. Direct the recording session and record on 1/4 inch tape
12. Select best recording of each section and dub to sprocket tape
13. Synchronize each section of music with the picture
14. Finally, mix voice, music and sound effects into one combined sound track for printing with the picture..... Simple, isn't it?

* * * * * * * * *

Bill McCauley has just had a request from Hollywood for the Crawley Films Glee Club to submit a tape of their Christmas carols to Bing Crosby for his Christmas Eve radio program over the CBS and CBC Dominion networks.

AND MAY PEACE AND JOY AND THE SATISFACTION OF A JOB WELL DONE BE YOURS IN '57 -- AND MAY YOUR CHRISTMAS BE MERRY AND BRIGHT !

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

Ottawa 3, Ontario,
January 2, 1957.

COPY

Mr. L.W. Chatwin,
Director, Distribution Branch,
National Film Board,
P. O. Box 6100,
Montreal, Quebec.

JAN 15 1957

Dear Len:-

Once or twice an advertiser has said to me that he is under the impression that everyone is now looking at television and no one is looking at films any more.

From our own experience we know that this is very far from the truth -- we are making more films than ever before and our Lab is making more prints of each film. But we are wondering what your experience has been.

It would be very useful to us to have your considered opinion, backed up by the facts and figures readily available to you, on the whole subject of the impact of television in Canada on non-theatrical film showings.

Many thanks for your usual co-operation.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

CF!
gains
10% 55-56
25% 56-57

NATIONAL FILM BOARD

CANADA

P.O. Box 6100,
Montreal 3, Quebec.

January 8, 1957.

Mr. Graeme Fraser,
Vice-President,
Crawley Films Limited,
19 Fairmont Avenue,
Ottawa, Ontario.

Dear Graeme;

At the outset I should make it clear that I am not in a position to comment on the impact of television on all forms of non-theatrical showings in Canada. It is possible that our experience at the Board may be quite different from that of other agencies engaged in various forms of non-theatrical film distribution. My comments then relate only to our own experience in the distribution of informational films.

Let me first make the rather obvious point that if, as it is claimed, everyone is looking at television, then it is wrong to conclude that no one is looking at films. I do not have comparative figures for Canada but I understand that at the present time, some 40 per cent of television time in the U.S.A. consists of filmed material. No doubt an equally large proportion of films is used on Canadian television.

Certainly, Canadian television stations have made extensive use of NFB films distributed originally at non-theatrical showings. In the field of commercially sponsored films, you will know of many cases of television distribution.

In the field of non-theatrical showings, our distribution has held up remarkably well. To illustrate, here are the Canadian distribution figures for the past five years.

	Showings	Attendance
1951 - 52	151,196	11,610,232
1952 - 53	183,205	13,250,227
1953 - 54	200,901	14,084,322
1954 - 55	200,829	14,143,786
1955 - 56	205,985	14,469,686

Our non-theatrical distribution increased 12.4 per cent in terms of showings and 9.2 per cent in attendance during a five year period of peak

contd...

expansion in the television industry. During the same period, to non-governmental purchasers, 16mm print sales in Canada by NFB increased 24.2 per cent.

It is equally revealing and reassuring to look at the growth of film councils, organizations whose primary function is the utilization of 16mm non-theatrical films. At the end of March, 1954, there were 419 film councils with 10,478 member organizations. Two years later at the end of March, 1956, there were 496 councils with 11,791 member organizations. It is reasonable to conclude from these figures that public interest in non-theatrical films remains strong.

If additional evidence of the health of non-theatrical distribution is required, I refer you to the Canadian Film Institute. Bookings from the Institute have continued at good levels for the past three years and this year have increased substantially.

I suspect that pessimistic judgments, such as you mention, concerning non-theatrical films, stem from unfavourable press reports about the theatre business. It is natural, though quite incorrect, to conclude that because television has affected theatregoing habits, it has had a similar effect on non-theatrical film distribution. Although it is true that since the advent of television, the public relies less on theatrical films for entertainment, there appears to be no reason to conclude that interest in 16mm informational films has diminished accordingly. Indeed there is some reason to believe that television has stimulated the non-theatrical use of 16mm films by creating a widespread interest in visual media. Organizations of various kinds appear to be making increasing use of films to support their activities.

I don't wish to give the impression that television has had no effect on our non-theatrical distribution, for most certainly it has had an effect. We note, for example, that community film showings are declining, particularly in those areas well covered by television, such as Southern Ontario. We find, however, that in most areas the decline in general interest showings is more than offset by an increase in more specialized showings. Non-theatrical films are being used for more specific purposes, as instructional and informational material, or as discussion starters.

It is difficult to provide a comprehensive statement on the impact of television, for the whole field of film production and distribution is in a state of rapid change, as you well know. I hope, however, that these observations will be of some value to you. I would enjoy discussing this matter with you more thoroughly at some later date.

Yours sincerely,

L.W. Chatwin
Director of Distribution.

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY COMMENTARY

February 18, 1957.

19 1957

HIGHLIGHTS FROM OUR ANNUAL REPORT

You may be interested to know that for the eighteenth consecutive year our dollar gross volume was ahead of the year before, this time by a flat 20%.

Completed were 234 assignments for our customers -- 71 motion pictures, 6 slidefilms, 103 television commercials, plus 54 smaller jobs -- custom editing, film recording, film coverage of special events.

The average motion picture ran 17 minutes; 42 were in English, 21 in French, four in Spanish, two in German, one in Italian and one in Portuguese. Seventy per cent were in colour and all were sound except one. Five films were for U.S. sponsors.

It was a busy year. Crews travelled to Bogota, Colombia, to shoot Aluminium Limited's HOUSES IN A HURRY and to the Arctic to shoot Bell Telephone's SKYWATCH ON '55. They went East to do PICTURE PROVINCE for New Brunswick, West to make Manitoba's AGRICULTURE MEANS INDUSTRY and to Kitimat for GENERATOR 4.

Three of the sponsored films were made for broad theatrical distribution -- CANADIAN CRUSADE for the Canadian Cancer Society, MONEY MINTERS for International Nickel and GENERATOR 4 for Aluminium Limited. (This latter film was not only honoured at the Edinburgh Festival, but is one of only five films nominated by the British Academy for the coveted international award of documentary short of the year.)

There were some mighty big jobs -- the series of eight motion pictures in French and English on HOW TO PLAY HOCKEY for General Mills and Canada Starch, CANADIAN WHEAT with six language versions designed to sell our wheat around the world for the Canadian Wheat Board, the series of five training slidefilms for the Bank of Nova Scotia.

There was the well-known POWER AND PASSAGE (the story of the St.Lawrence Seaway development for Canadian General Electric), UPSET (the annual Canadian Open Golf Championship for the House of Seagram), FROM TEN TO TWELVE (Number five in our "Ages and Stages" series for National Health and Welfare). There was WALK IN HEALTH for the Shoe Information Bureau of Canada, FISHERIES OF THE GREAT SLAVE for the Dept. of Fisheries and A NEW FUTURE LIES NORTH for Vance, Sanders and Company of Boston.

In the educational film field we completed three films for the International Film Bureau of Chicago -- MURAL MAKING, PICTURE MAKING BY TEENAGERS and ANIMALS IN GROUPS. At the same time we began work on a big program of nine new motion pictures for McGraw-Hill of New York.

Variety was the keynote of the year. We were proud to work for the Anglican Church and the United Church, Queen's University and MacDonald College, D.B.S. and the National Gallery, British Newfoundland Corporation and the Province of Nova Scotia, The Air Cadet League and Eastman Kodak of Rochester, for Firestone and Northern Electric and Dofasco and Shawinigan.

The TV Division again made some of Canada's most successful commercials -- for advertisers like Kellogg's, General Mills, Pillsbury, Imperial Oil, Proctor & Gamble, C.N.R., Adams Brands, General Foods, Trans-Canada Telephone System, Dow's, National Defence, Swift, Sifto Salt, Windsor Biscuits, George Weston.

We are tremendously grateful to all these national and international companies, associations and departments of government who selected Crawley's to make their films. The fact that our productions won eight more film awards (bringing our total to 69) is, we think, proof of quality in tough international competition. But much more are we interested in the effectiveness of our films in the job each is so carefully designed to do. And we pledge ourselves to keep making effective films -- training films which increase production, advertising films which increase sales, and public relations films which increase understanding and create a whole new climate in which to conduct your business.

GRAPHIC FILMS LIMITED (A wholly-owned subsiduary of Crawley Films Limited)

An important part of our business for many years has been the provision of technical services to film producers from coast to coast and to other organizations who do their own motion picture photography.

For more than 100 such customers we have completed their films, supplied as much or as little as they required -- editing, titles, animation sequences, photographing and recording sync dialogue scenes, music, sound recording and, of course, a complete 16mm motion picture laboratory service.

Last year we purchased the six-year-old Toronto film production company, Graphic Films Limited, moved it to Ottawa, and put under it our Producers' Service Division headed by Robert Johnson and our Laboratory Division headed by Ivor Lomas. This gives more independence to these important operations, takes them out of the main stream of our own productions and gives you faster, more efficient service.

So when you receive correspondence or invoices from Graphic Films regarding production service or your prints, don't be disturbed. Graphic Films is just a new member of the Crawley group -- set up to provide you with faster and more economical service.

"HOW TO PLAY HOCKEY"

Over 100 sets of this eight-film series have been purchased across Canada in the first two months since their release.

In the United States, the series can now be purchased through the American Hockey Coaches Association (Edward Jeremiah, Secretary-Treasuere, c/o Dartmouth College, Hanover, N.H.). Said Mr. Jeremiah: "Speaking both as Secretary of the American Hockey Coaches Association and as Hockey Coach of Dartmouth, these films are the answer to the long-crying need of American hockey players and coaches!"

With the success of this project, one of our good friends has requested that we now look for a sponsor for an eight-film instruction series on "How to Play the Horses". Any takers?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March 25, 1957.

YOU CAN'T BUILD A CHEAP PALACE

"Beautiful forms and compositions are not made by chance, nor can they, in any material, be made at small expense. A competition for cheapness and not excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures"..............Josiah Wedgwood

****

THE CANADIAN LEGION
OF THE
BRITISH EMPIRE SERVICE LEAGUE

Mr. F.R. Crawley,
President,
Crawley Films Limited,
Ottawa.

Dear Mr. Crawley:

This letter may be long overdue but the year that has elapsed since it might have been written has in no way diminished the sentiments which would have been expressed earlier. Rather it has served to increase our appreciation of the quality and effectiveness of our film THE LONG SILENCE.

First of all, I would like to say that it is the opinion of all of us who have had close contact with the film that it continues to deliver an emotional and intellectual impact each time it is seen. It is of course most effective in colour but we were astonished at how effective it was on the small black and white screen of television. We felt that although it lost in some ways, it gained in others.

There are now eighty-six prints in circulation and we do not feel that the saturation point has yet been reached as inquiries are still coming in. That each print is being used extensively I think there is no doubt whatsoever, and there has not been one adverse opinion raised anywhere in the Legion. We feel that great credit is due to the Producer Phil Wiegand and his crew for their sensitive treatment to a difficult subject and the fact that the film has been accepted without reservation by both Legion members and the public at large, confirms the belief that Crawley's was the company to do the job.

Yours sincerely,

T.A. Kines.

WALK IN HEALTH

Human feet have 52 bones -- one quarter of all the bones in the body. Yet these complicated structures are probably more neglected than any other part of the anatomy.

The new Crawley colour production, WALK IN HEALTH, points out that dozens of different ailments are directly connected with faulty feet -- disorders of circulation, respiration, posture -- even of disposition.

Written by Joan Hind-Smith and directed by Ed Reid, the film shows that much of the trouble we have with our feet stems from poorly fitting shoes and socks, the wrong kind of shoes, shoes that are worn too long and have gone out of shape. A housewife who walks 30,000 steps a day (think of that, fellas!) is ruining her feet when she wears old shoes instead of sturdy footwear which give good support. Special care should be taken that children's shoes are not too small or that they do not wear "hand-me-downs" which have conformed to the foot of an older child.

You can book a print for your group through the sponsor, The Shoe Information Bureau of Canada, 2081 Aylmer Street, Montreal.

ARRANGING A MEETING IN OTTAWA?

Ask any Crawley office for a copy of our Projection Price List. Our Equipment Sales Division in Ottawa can handle every type of projection need.

REPEAT BUSINESS

One of the nice things about working for Crawley's is that you get to know customers very well indeed -- because so many of them seem to return again and again over the years. We are proud of the fact that 27 of our customers have, including versions, from 5 to 25 Crawley films each!

Films in production right now include our 6th for Trans-Canada Air Lines, 6th for the Province of Manitoba, 7th for Bell Telephone, 9th for the Anglican Church, 10th for the House of Seagram, 11th for Imperial Oil, 14th for the R.C.M.P., 19th for Aluminium Limited, 24th for National Health and Welfare, our 26th for National Defence.

We've made 25 films for the McGraw-Hill Company of New York and are now at work on 12 more!

If you have some problems in promotion, advertising, public relations, education or training -- perhaps a Crawley film can help to solve them -- and we're as close as your telephone.

Sincerely,
Graeme Fraser
Graeme Fraser,
Vice-President.

P.S. re "Family Circle" -

If you are a parent or are interested in youth (and who isn't?) you and your family will want to follow the ten-week C.B.C. Network show "Family Circles", Sundays at 3 P.M. beginning April 7.

Seven of the ten films used for the series are Crawley productions, as you'll see by the enclosed leaflet.

H-105-5

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

April 29, 1957.

CRAWLEY COMMENTARY TEN YEARS OLD TODAY

This is the tenth anniversary of this little newsletter, now going out to 3600 key executives -- advertisers, agency executives, public relations men, editors, educationists, government officials, and thought leaders all across Canada, in the United States and abroad.

Over those ten years I have happily penned 100,000 words, the equivalent of two book-length novels. And it's been a labour of love, for every issue attracts letters of inquiry, commendation, sometimes refutation.

To help make it more useful during the next ten years, would you like to complete and return the enclosed postage-paid reply card.....please?

→ Please do so.

CANADIAN TRAVEL FILMS SUCCESS

Canadian travel films are now reaching over a million United States viewers every three months. In addition to these direct screenings of 16mm sound and colour films, since September 1954 there have been 3,158 telecasts of Canadian travel films, seen in 167 cities. Federal, provincial and other travel promotion bodies have spent more than $1,500,000 in the production of 145 different film subjects, and nearly 5,000 prints are in circulation.

The continuing use of such films sometimes shows remarkable results. For instance, ROCKY MOUNTAIN TROUT, produced by Crawley's, had a total investment of only $29,707, but has already promoted Canadian travel pictorially to audiences totalling some 13 million. This is a cost of less than a quarter-cent per person!

The Canadian Government Travel Bureau, in co-operation with the National Film Board of Canada, maintains a network of film libraries across the United States. From these libraries travel films may be borrowed by interested groups and organizations at no cost other than for transportation. This is a wonderful opportunity for Provincial and Civic Governments and other organizations interested in travel promotion. Surveys indicate about 10 per cent of tourist visitors to Canada decide to come as the result of seeing Canadian travel films either directly or on television.

For many years, the production of travel films has been a specialty of ours -- and if you are interested we will be glad to send you a list of "Fifty Travel Films Produced by Crawley's".

✓ "ADVANCED SELLING"

This is the title of a new 16mm, 45-minute, colour film by the Jack Lacy Sales Institute. Your people will get a great deal of advanced sales training from this excellent production. Rental (at $1.00 per head, minimum $40) from Crawley's Equipment Sales Division, 1214 Wellington Street, Ottawa. Give some notice -- demand will be heavy. Ask any Crawley office for descriptive leaflet.

1957 SUMMER FILM INSTITUTES

Three-day institutes in the use of films will be held in July at the University of Western Ontario, at Queen's, and at North Bay Teachers' College.

If you use audio-visual materials in your educational, training or public relations programs, you can get full information from the Ontario Association of Film Councils, 155 Heath Street East, Toronto 7.

This is just another example of the quiet, devoted work being done by Canada's 419 film councils.

A NEW FUTURE LIES NORTH

International interest in the growth of Canada's economy has resulted in the sponsorship by an American company of the first film ever made to show the overall development and potential of this country.

A NEW FUTURE LIES NORTH pictures vividly and completely the economic growth and potential of Canada. It was produced by us for Vance, Sanders & Company, leading U.S. Investment house. Pierre Berton wrote the script, Sally MacDonald directed.

Oil in the West, iron ore in the East, hydro-electric power, minerals, wheat, aluminum, pulp and paper -- the story of great Canadian industries is told in the picture. Explained, too, is how Canada's population has shifted from the farm to the city, how "the bread basket of the world" has become an industrial nation. Shown are the physical aspects of the country that made such growth possible -- how the Laurentian Shield with its mineral wealth was formed, how plant and animal life millions of years ago formed Canadian oil deposits, why Canada's untapped water power is equal to thirty Niagara Falls and how ancient seas left rich wheat-growing earth on Canada's prairies.

Canada today, the film says, is neither a land of ice and show nor a picture postcard paradise populated by fishermen and Mounties. It is a major industrial power, a wealthy country with one of the highest living standards in the world.

High spot is a filmed interview with the Right Honourable C.D. Howe who, after seeing the finished production, was good enough to say he believed it can make an important contribution in publicizing this country's development and that he was happy indeed to make an appearance in such a well-produced film. We, on the other hand, were happy indeed to have had such a distinguished Canadian on our set !

A NEW FUTURE LIES NORTH is a 20-minute colour film designed primarily for showing to audiences in the United States. It was premiered in Chicago before 1000 investment dealers attending the Mutual Funds Sales Convention, where it was introduced by G.A. Newman, Deputy Consul General of Canada.

A French version has been produced for the Department of Trade and Commerce and a German version for the Department of Citizenship and Immigration. Prints are available through the Canadian Film Institute, Ottawa.

Sincerely yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-705-5

CRAWLEY COMMENTARY

June 3, 1957.

1957

ARE YOU INTERESTED IN TOURIST PROMOTION?

The N.F.B. have asked us to tell you of their Summer Tourist Program which last year produced a total of 12,275 showings to an audience of 1,090,173 persons.

Special efforts are made to reach tourists travelling in Canada by providing a wide variety of film programs to resorts, hotels and parks across the country. Travel films are foremost in these programs and very extensive free distribution is therefore easily available.

Present sponsors of travel films with prints to lend this Summer should be in touch with Mr. H.B. Chandler, N.F.B., P.O. Box 6100, Montreal 3.

Potential sponsors of travel films -- provincial authorities, transportation companies, resort operators, etc. -- let's hear from you! We'll send you a copy of "Fifty Travel Films Produced by Crawley's" which may help spark some ideas in your organization. Our experience in this specialized field is perhaps best shown by the fact that of the 115 subjects in the Canadian Government Travel Film Library in the U.S., no less than 26 were completed by Crawley's !

ARE YOU INTERESTED IN TELLING YOUR STORY ABROAD?

A world-wide program for the showing of specialized films on individual Canadian industries and processes is being arranged by the Department of Trade and Commerce in conjunction with the N.F.B. This will form part of the continuing trade promotion activities of the Canadian Trade Commissioners in some 54 centres abroad.

Films will be distributed to those areas throughout the world where they will serve a useful purpose. Sometimes only one print is required. New films are being screened continuously for possible addition to this program and here is an excellent opportunity for Canadian manufacturers and distributors to tell their story abroad under the very best of auspices.

Sponsors wishing to take advantage of this opportunity are invited to communicate direct with the Information Branch, Department of Trade and Commerce, Ottawa. If you do not have a film suitable for this program but are interested in the world marketplace, then call any Crawley office !

ARE YOU INTERESTED IN SELLING TO ADVERTISERS?

When MARKETING surveyed 60 advertising executives across Canada on the subject of media reps, one question asked was, "Do you like a visual presentation such as you might get with an easel or film presentation?" All but half-a-dozen advertisers said "Yes."

Said L.A. Wainwright of Molson's, "To date we have found very few media reps that make use of visual or film presentations. We feel this is a development that should be fully exploited".

To which, from experience, we can only add a fervent "Amen".

CUSTOMERS CAN BE WONDERFUL DEPARTMENT

Stimulating ceremony at morning coffee-break when Henry Strub of Aluminium Ltd. presented us with the plaque won by their GENERATOR 4 at Edinburgh Festival..... and a week later Chief Executive Commissioner Fred Finlay of the Boy Scouts came out to formally present us with an ancient totem pole in recognition of our film production program for them.....finally our grateful thanks to the many hundreds of you who returned last month's reply card with all the constructive ideas.....about 20% replied, which surprised my Direct Mail friends.....we found that an average of over three people read each copy, and that some copies get circulated to as many as twenty !

WHY FILMS COST MONEY

Shooting a package of six more films on adolescents this month for an old and valued customer, McGraw-Hill of New York.

When the scripts were broken down, Director George Gorman found they entail:

1. One hundred minutes of finished film.
2. A cast of 130 -- 47 speaking leads, 22 other speaking parts and 61 silent parts. Of the actors and actresses, 17 have come from Manhatten and 44 from Toronto.
3. 42 different sets and locations -- 29 studio sets to design, build, dress and utilize, plus 13 exterior locations to find and use -- with some involving tricky exterior sync-sound !

TAKE FIVE

Working before the cameras on our stage last week were such interesting and diverse personalities as John Diefenbaker, Joan Fairfax, Tyrone Guthrie and Tom Patterson -- with John Grierson an interested visitor..... Printer's Ink estimates that non-theatrical films now represent a $150,000,000 business in the U.S. ..... and U.S. networks leaning heavily on film for evening programming -- ABC is 57% film, CBS 43%, NBC 38%..... did you know that over 60% of Canadian households now have TV -- 2,500,000 sets?.....NEWFOUNDLAND SCENE (Imperial Oil) and A NEW FUTURE LIES NORTH (see last month's letter) selected for screening in the Canadian Pavilion at the Brussels Universal and International Exhibition next year.....flattered that Crawley's P.R. program has been written up as a two-page case history in the widely-read Public Relations News, published in New York.....seven-man crew back from shooting two films in Jamaica with summer shooting scheduled for Manitoba and Newfoundland.....Canadian Film Awards this month.....Laboratory Manager Ivor Lomas, F.R.P.S., has just been granted the rare honour of being made a Fellow of the British Kinematograph Society.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. -- See you in the polling booth next week, eh?

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

July 8th 1957.

YOU'LL LAUGH ALL THE WAY TO THE BANK

With many of our films having been made for public relations, safety training, employee indoctrination, labor relations, etc., we find some people wondering about films produced to SELL. Looking back over our records, we see many examples of Crawley films selling goods and services.

There are now 880 prints of our Hockey films out across Canada, selling Wheaties and Crown Brand Corn Syrup. ON TO FORTUNE sold a million dollar industrial development in Ajax, AGRICULTURE MEANS INDUSTRY has been credited with selling new industries to locate in Manitoba, CANADIAN WHEAT is selling that commodity all around the world, THE REVOLUTION IS NOW sells advertisers on the advantages of "Weekend Magazine", HOUSES IN A HURRY sells aluminum housing in the tropics, HE SHOOTS, HE SCORES sells selling to Frigidaire salesmen.

For advertisers of food and allied products, the Dominion Stores Homemaker Film Library (full information from any Crawley office) will soon be operating -- with such sales films as our TEA for Salada, JAM AND JELLY SESSION for General Foods, OF SOUP AND LOVE for Lipton's, NEW WONDERS WITH WEINERS for Visking.

An increasing percentage of advertisers now annually include films in their budgets -- think for a moment of the six main advantages of this potent sales medium:

1) LOW COST -- Many of our films cost less than a cent per person per minute. What would other media have to charge for 10 to 30 minutes of the concentrated attention on your message of hundreds of thousands of customers?

2) 100% READERSHIP -- No one walks out on a good film! 100% readership, not for a few seconds, but for a full ten to 30 minutes -- ample time to set up, develop and drive home your sales story. Film circulation means "complete readership", not just "exposure to".

3) IMPACT -- Better than any other medium, films give impressions in depth -- with the combined impact of sight, sound, movement, color, music and drama. An effective motion picture so plays on the emotions of the viewer that he identifies himself with the action and the message.

4) NO COMPETITION -- In other media, your story has to compete for readership with other stories and the medium itself. The screen receives maximum attention in comfortable surroundings and gives you an exclusive position.

5) DEMONSTRATION -- Films demonstrate your product or service at work under all types of conditions. Animation explains. Live action proves. Some products cannot be taken to the prospect -- films always can.

6) LONG LIFE-SPAN OF MESSAGE -- Five years is average life-span -- though some of our productions are still active after 15 years.

CALLING THE ATLANTIC PROVINCES!

I'll be around the Maritimes this summer — so let me know by return if we should chat about your film production plans.

ENGINEERS MAKE A "WESTERN" (from Manchester Guardian)

"The London representatives of Aluminium Limited were looking rather pleased with themselves this afternoon at the reception which followed the showing of a new film. They had just learned that GENERATOR 4 (which tells the story of a young engineer going out to work on the Kitimat project in British Columbia) has made such an impression in Wardour Street that there is every prospect that it may be taken up for general distribution through the regular British commercial cinema circuits. This has been arranged already in Canada and the United States. It is a rare event for an industrial film to be chosen for regular distribution.

"In the case of GENERATOR 4, it is not hard to see how this has come about. The color camera provides panoramas of snow-capped mountains as breath-catching as anything we saw in "Shane". For a leading man, there is a blond, square-jawed engineer who is every bit as rugged and appealing as was Mr. Alan Ladd. In place of a horse he has an orange-tailed helicopter which bears him swiftly through the mountain passes to the construction sites where they are building the aluminium smelter and installing a new generator. This story has the merit that it is all true. The very generator we are looking at was inspected by the Duke of Edinburgh when he went to Kitimat to pour the first aluminium ingot.

"Crawley Films have turned out a minor masterpiece. It makes one wish that the Canadians would venture beyond the documentary into a full-length film."

DIRECTORY OF SOURCES OF FREE 16mm SPONSORED FILMS IN CANADA

Now revising this popular item -- over 50,000 have been sent out on request since 1952. No charge for the listing -- no charge for the Directory -- it's a Crawley Service. If you have free films for the Canadian public, send us the information quickly.

"CANADIAN FILM AWARDS"

Thrilled and grateful to be honored with two of the Special Awards this year, and thought you'd like to read the Citations:

> "FRANK RADFORD CRAWLEY AND JUDITH CRAWLEY -- The man-and-wife team of "Budge" and "Judy" Crawley is known and honored throughout the world whenever non-theatrical film-making is considered. Throughout the years, these two young Canadians have shown notable courage and resourcefulness in bringing their many imaginative projects into artistic reality, and this Special Award is given to them for their unique contribution as a team to Canada's film-making art and industry."

> "CRAWLEY FILMS LIMITED -- Over the years, Crawley Films have developed a significant export market mainly in the highly competitive U.S. field. Their international program which brings American dollars and other currency to Canada and at the same time tells Canada's story abroad at no expense to the taxpayer, has four different phases -- production for foreign sponsors, work abroad for Canadian sponsors, production for Canadian sponsors primarily for international distribution, and foreign distribution of films produced primarily for Canada. This Special Award is given to Crawley Films in recognition of the company's outstanding international production program in the field of educational films."

Have a good summer!

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August 19th 1957

AUG 20 1957

CRAWLEY FILM PRODUCTION CLIENTS

As a novel switch, thought you'd like to look over this partial list of companies and other organizations for whom we have worked -- for some of them we've made more than twenty films.

ASSOCIATIONS and INSTITUTIONS

- Air Cadet League
- Alberta Wheat Pool
- Anglican Church
- Banana Growers Assn. (Jamaica)
- Blue Cross
- Boy Scouts Assn.
- British & Foreign Bible Society
- Cdn. Assn. for Adult Education
- Cdn. Bankers Assn.
- Cdn. Cancer Society
- Cdn. Geographical Society
- Cdn. Instit. of Plumbing & Heating
- Cdn. Legion
- Cdn. Library Assn.
- Cdn. Metal Mining Assn.
- Cdn. Natl. Instit. for the Blind
- Cdn. Paint Varnish & Lacquer Assn.
- Cdn. Pulp & Paper Assn.
- Cdn. Restaurant Assn.
- Cdn. Welfare Council
- Carling Conservation Club
- Dairy Farmers of Canada
- Dominion Brewers Assn.
- English Song & Folk Dance Society
- Grenfell Assn. (New York)
- Independent Order of Oddfellows
- Industrial Accident Prevention Assn.
- Investment Dealers Assn.
- MacDonald College
- Manitoba Federation of Agriculture
- Manitoba Pool Elevators
- National Liberal Federation
- Ontario Hockey Assn.
- Progressive Conservative Assn.
- Quebec Pulp & Paper Safety Assn.
- Queen's University
- Red Cross
- St. John Ambulance Assn.
- Shoe Information Bureau of Canada
- Strathcona Trust
- Toronto Stock Exchange
- United Church of Canada
- Victorian Order of Nurses
- Young Men's Christian Assn.

GOVERNMENT and CROWN COMPANIES

- Bank of Canada
- Cdn. Broadcasting Corp.
- Cdn. Govt. Travel Bureau
- Cdn. International Trade Fair
- Cdn. National Railways
- Cdn. Wheat Board
- Central Mortgage & Housing Corp.
- City of Montreal
- Dept. of Agriculture
- Dept. of Citizenship & Immigration
- Dept. of Fisheries
- Dept. of Mines & Technical Surveys
- Dept. of National Defence (Army)
- Dept. of National Defence (Navy)
- Dept. of National Defence (Air)
- Dept. of National Health & Welfare
- Dept. of N.Affairs & Nat.Resources
- Dept. of Trade & Commerce
- Dominion Bureau of Statistics
- Dominion Fire Commissioner
- Ghana Government
- National Film Board
- National Gallery
- Northern Transportation Company
- Ont. Workmen's Compensation Board
- Polymer Corp.
- Post Office Dept.
- Province of Alberta
- Province of British Columbia
- Province of Manitoba
- Province of New Brunswick
- Province of Newfoundland
- Province of Nova Scotia
- Province of Ontario
- Province of Prince Edward Island
- Province of Quebec
- Province of Saskatchewan
- Royal Canadian Mounted Police
- United States Air Force

BUSINESS and INDUSTRY

Abitibi Power & Paper
Adams Brands
Alumina Jamaica
Aluminium Ltd.
Aluminium Sales (New York)
Appleford Paper Products
Bank of Nova Scotia
Bell Telephone
Brading Breweries
Brandram-Henderson
Brazilian Traction Light & Power
Bristol-Myers
British American Oil
British Newfoundland Corp.
B.V.D. Co.
Caland Ore Mining
Canada Bread
Canada Starch
Canada Wire & Cable
Cdn. Breweries
Cdn. General Electric
Cdn. Industries Limited
Cdn. International Paper
Cdn. Lastex
Cdn. Marconi
Cdn. Schenley
Cockshutt Farm Equipment
Coronet Films (Chicago)
R.L. Crain
Dominion Foundries & Steel
Dominion Stores
Dominion Textile
Dow Brewery
Eastman Kodak
Encyclopaedia Brit. Films (Chicago)
Firestone Tire & Rubber
Ford Motor
A.J. Freiman
Frigidaire Products
General Foods
General Mills
General Motors
Green Cross Products
Harding Carpets
Hilton Mines
House of Seagram
Hudson's Bay Company
Imperial Oil
Imperial Tobacco
International Film Bureau (Chicago)
International Nickel
International Silver
Interprovincial Pipeline
Joy Manufacturing
Kellogg Company
Kelvinator Sales Corp.
Kenwood Mills
Thomas J. Lipton
Walter M. Lowney
Marathon Paper Mills
McGavin Bakeries
McGraw-Hill (New York)
Merck & Co.
Metropolitan Life
Molson's Brewery
Moyer School Supplies
National Carbon
William Neilson
Nesbitt's Orange
Noranda Mines
Northern Aluminium (U.K.)
Northern Electric
O'Keefe's Brewing
Ontario Hydro
Perfect Circle
Personal Products
Pickands, Mather
Pillsbury of Canada
Proctor & Gamble
Pure Spring Ginger Ale
Quaker Oats
Jas. Richardson & Sons
A.V. Roe
Salada Tea
J.M. Schneider
Shawinigan Water & Power
Sherwin-Williams
Sifto Salt
Silva Inc. (Sweden)
Spartan Air Services
Swift Canadian
Trans-Canada Air Lines
Trans-Canada Telephone System
Trans-Northern Pipeline
Tower Company
Tucket Ltd.
Union Gas
Vance Sanders (Boston)
Visking
Weekend Magazine
George Weston
Windsor Wafers

We're proud to have served this mighty list of film production customers. It all adds up to a whale of a lot of varied experience -- experience available to you and your organization whenever you require it. Just say the word.....

Graeme Fraser

H-705-5

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

September twenty-third, 1957.

CANADIAN SPONSORED FILM PRODUCTION BOOMING

If you are really interested in Canadian movie-making and have ten cents, send it to the Dominion Bureau of Statistics, Ottawa, and ask for the new three-page survey of Motion Picture Production - 1956.

You'll see that the number of firms surveyed has jumped to 59, that the labs printed 67,000,000 feet last year. That's 12,690 miles of film!

You'll see that Canada produced only one feature and 39 theatrical shorts, but 378 TV films, 355 other non-theatrical films, 2153 TV commercials, 848 trailers and adfilms, 830 newsreel stories, 506 slidefilms and filmstrips. That's over 5000 film items produced in Canada by Canadians, and dollar volume increased by 50% -- know any other medium growing that fast?

And we are pleased to report modestly that your favourite film company is keeping up with all this industry growth. Crawley's billed 19% of the total dollar volume of production and made 37% of both the theatrical and non-theatrical sound films (except for TV) turned out by the 59 companies.

RECRUITING THROUGH FILM

The rewarding life open to a young man or woman who wants to become a librarian is the subject of a new film for the Canadian Library Association.

There were libraries 3,000 years before the invention of printing. The film points out that if libraries were needed then, how much more are they needed today -- to classify, make available and interpret the vast amount of knowledge that has poured forth from the world's presses.

The life of a librarian is shown by tracing the career of a young man in college after his decision to become a librarian. The knowledge needed, the library system in use today, and the service he is able to provide to people interested in reading and learning are portrayed in THE LIBRARIAN, designed for showing to university and high school students. Prints are being purchased from the Canadian Library Association, 46 Elgin Street, Ottawa.

FILM SHORT-CUTS TRAINING TIME

"Trainees learn as much as 55% faster, and remember up to 70% more -- and longer -- when films are used to help teach. This means that you can cut down new-worker safety training time, give fewer refresher courses, and still get better results by using films". ....National Safety Council, Chicago.

SALES TAX ON CANADIAN FILM PRODUCTION

Here's a quick summary of this knotty question:

1. Motion picture certified as educational by the National Film Board -- no sales tax on production or prints.

2. TV filmed commercials, production - 10% tax based on a value of $9.00 per finished foot.

3. TV film commercials, prints - 10% tax on invoiced value. .

4. All other motion pictures - production - 10% tax based on a value of 9½¢ per finished foot -- 35 or 16mm, black & white or colour.

5. All other motion pictures - prints - 10% tax on invoiced value.

Questions, anyone?

TAKE FIVE

It's a celluloid world for 1957-58 on the U.S. TV networks -- where 66% of the cream evening time (7:30 to 11:00 p.m.) will be made up of filmed shows . . . . F.R. and Judy Crawley have accepted an invitation to lecture on the sponsored film at the Museum of Modern Art in New York next month . . . . I'm told that at the Harvard School of Business Administration, "Public Relations" and "Automation" are the two words most used in seminars and case histories -- and as automation becomes more important, so P.R. becomes more necessary or we'll have chaos . . . . surprised to know that two-thirds of Canadian homes now have TV sets? -- in the U.S. TV homes have reached 82% . . . . and U.S. advertisers spent $35 million last year on the production of 10,000 filmed TV commercials, about a quarter of them being animated spots . . . .

The International Film Bureau of Chicago, for whom we have produced 20 educational films, have opened a Canadian sales office in the Crawley Films' building in Ottawa -- Margery Weiss is the Canadian Manager and we wish her well . . . . if you have a free P.R. film for U.S. TV -- register it now (no charge) with the Broadcast Information Bureau, 535 Fifth Avenue, New York -- for their "TV Directory of Free Films" used by all TV stations . . . .H.R.H. Prince Philip is the Patron of the Festival of Industrial Films to be held in Harrogate, England next month -- it's "to promote the study of films in industry and to provide an opportunity of exchanging ideas and experience on how they can best be used" . . . . idea for Canada?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. Spent a wonderful August in the Atlantic Provinces -- through New Brunswick and Nova Scotia, around Cape Breton, over to P.E.I. and back via the Gaspe and Quebec. Saw many of our old film customers and we'll be making many more films in the Maritimes.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October twenty-eighth, 1957.

THE SUN NEVER SETS ....

During the past couple of months our producer-directors have been covering a great deal of this big country -- and their travels with their camera crews dramatise the wide variety of sponsored film assignments.

Quentin Brown has finished the Northern Manitoba shooting on a new fishing and duck hunting film for the Province. And he was in Calgary researching a script for Canadian Oil Companies.

Peter Cock has twice been east for the British Newfoundland Corporation -- shooting an industrial promotion film of Baie d'Espoir in Newfoundland and documenting (from both ground and helicopter) the projected power development at the mighty Hamilton Falls of Labrador.

Since completing his latest film of the Canadian Open Golf Tournament for Seagram's and his recruiting film for the Canadian Library Association, George Gorman has been working almost full time on the planning and scripts of our major television series.

Sally MacDonald has completed her shooting of an aluminum pipeline in Northern Alberta and Kingston, Ontario for Aluminium Ltd., has been ranging the St. Lawrence Seaway for General Electric and has just returned from a flying trip (with camera and lighting crew) to Midland, Michigan for Central Mortgage and Housing Corporation.

Ed Reid has had the fascinating assignment from Trans Canada Pipe Line of shooting from Pincher Creek, Alberta on the British Columbia border through Calgary, Regina and Winnipeg to Kenora, Ontario. Going to be quite a film.

Rene Bonniere is shooting a new film for B.A. Oil in Toronto, Montreal and the Gatineau Hills.

Betty Zimmerman is doing a safety picture for the Industrial Accident Prevention Association in Toronto.

Production Director Donald Carter was in Manhattan working on the scripts for five new productions for McGraw-Hill -- we've just delivered six films to them.

Philip Weigand, lucky man, is returning from a two months sabattical through Europe.

Me? I got to Toronto !

WHAT DOES ALL THIS ACTIVITY MEAN TO YOUR ORGANIZATION?

The Association of National Advertisers, Inc., 155 East 44th Street, New York 17, has just published (at $5.00) the "Responsibilities of the Film Producer and Sponsor" and it's a MUST for leading sponsors and producers. One intriguing section is the "Selection of Producer" and we tried a bit of self-analysis. They give six criteria for choosing your producer and in brackets are our own comments on Crawley Films:

> "Only rarely, when there is a large volume of work, is it practical for the sponsor to produce his own films. He must, therefore, select one. This is an important step, particularly for sponsors who are new at buying pictures. There are a large number of producers in the field. Many of them are new. Some produce only 16mm pictures, others only 35mm. Most are equipped to do both.
>
> The sponsor's first responsibility, in selecting a producer, is to himself. He cannot afford to make the selection on the basis of personal friendship, the affability of a sales representative or a "catchy" idea. Often such an idea involves only one sequence in a picture. He should look to these general standards:
>
> (a) Business integrity. (Check with our customers -- a list of 185 on request)
> (b) Experience in picture-making as demonstrated by samples of films actually produced. (Our sales offices in Toronto, Montreal and Ottawa have over 100 samples of different types of Crawley productions)
> (c) Financial stability. (International Dun & Bradstreet rating -- AaA-1)
> (d) Creative and technical staff. (The best in the business -- and our 25 senior personnel average nine years with the company)
> (e) Production facilities and equipment. (A million dollars worth of modern facilities and equipment)
> (f) Length of time in business. (Founded 1939, which we think makes us the oldest now actively engaged in sponsored film production in Canada)

But another reason for selection of Crawley's for your next film is that we are Canada's only national production company. Frequently we can save you money by gathering footage for different films as our crews range all over Canada and abroad. Our stock shot library has been built on the results of over 700 pictures. Our associates in the U.S. and the U.K. are always available for research and footage procurement. And we have had the experience of making sponsored films in all ten Canadian provinces plus the United States, England, France, Sweden, Brazil, British Guiana, Columbia, Jamaica, Trinidad and the Northern Arctic.

Yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December second, 1957

Add definitions: "MOTION PICTURES -- PICTURES THAT MOVE PEOPLE AND MOVE GOODS"

"WHAT'S A FILM COST ANYWAY?"

Every now and then we still get this question -- but less and less often. Because people realize all costs are relative and the real cost of any film must be judged in relation to two factors -- the number of people who see it and the impact on each of these people.

If there is one thing I have learned in a dozen years with this Company, it is that the better the film the more people will see it and the greater will be the impact on each viewer.

That's why it's so important to select the right producer and then to allow him a sufficient budget with which to do the job required. The size of the budget should be in relation to the importance of the problem to be solved, the result which the film is designed to accomplish. Some of our films cost under $5,000, others more than $100,000 -- each in proportion to the size of the job to be done.

To be very frank with you -- often our greatest problem is to convince a client he should invest a large enough budget to allow us to give him the kind of film we know is required for his purpose. (Note to Admen: sound familiar?)

In the final analysis, as in the case of every type of promotion, advertising or public relations program, it's results that count. Results is our business. Results like the tourist promotion film which has reached 13,000,000 potential tourists at a cost of ¼¢ per person for production and prints. Results like the industrial promotion film officially credited with a million dollar real estate transaction. Results like the safety film which cut down an expensive accident toll. Results like the film which saved human lives. How can you measure the cost of human life itself?

Any medium costs too much if it does not do a job. But the fact that 75% of our business is repeat business seems to prove that our films are mission accomplished films. Care to talk it over?

CRAWLEY'S TORONTO BRANCH MOVING

After eight years on Dundas Square, our Toronto office and screening room moves January 1st to a bright, modern new building at 181 Eglinton Avenue East, just a few minutes west of the terminal of that famous subway. Telephone MAyfair 0325 for service and results.

HOCKEY TIME AGAIN!

Are you interested in any school, playground or club which has a hockey team? Then how about being good to the boys and ordering a complete set of the eight 16mm sound films which make up our HOW TO PLAY HOCKEY SERIES -- the world's only hockey training films.

They're only $145 in Canada because of their sponsorship by "Wheaties" and "Crown Brand Corn Syrup". Outside Canada, unsponsored, they're only $300 per set. Almost 200 sets are already in use in Canada, the United States, Norway, Sweden, Japan, Czechoslovakia, etc. Send you a descriptive leaflet?

IS YOUR FILM ON TELEVISION?

How do TV stations feel about using industrial motion pictures? A survey conducted by the Industrial Audio-Visual Association -- its members are the A/V directors of industrial film sponsors -- has uncovered some interesting comments and statistics. Of the 163 stations replying to the questionnaire, 157 said they do televise industrial films. Most stations rate "over-commercialism" as the greatest deterrent to televising more sponsored films. Second greatest deterrent was unsuitable running time.

Not all industry-sponsored films are "industrial" in content -- far from it. Yet comments make it clear that many stations were thinking of just this kind of film when they answered the questionnaire. If they are receptive to the "industrials", they are even more so to the non-industrial public relations film. Whether the subject is industrial or not, the comments of one station are much to the point: "Any film produced for TV should be made with mass appeal in mind. The program will be competing with 1 to 7 other entertainment programs, designed to induce viewers to watch. Unless the industrial film can meet this stiff competition, there won't be many watching it even if the TV station carries it. Unless it's of general appeal, entertaining and interesting to most people, it will never be used." -- Modern Talking Picture Service.

TAKE FIVE

At the invitation of our Canadian Embassy, F.R. Crawley recently flew to Washington to speak on sponsored films to a meeting of the Cultural Affairs Officers of the legations and consulates there.....Hye Bossin's "1957-58 Year Book of the Canadian Motion Picture Industry" is $3.00 from Canadian Film Weekly, 175 Bloor East, Toronto .....each Crawley film is catalogued by the Library of Congress in Washington which sends out descriptive cards to libraries the world over.....entries for Canadian Film Awards close on December 31.....hearty congratulations to the Canadian Public Relations Society on Vol. I No. I of "Public Relations in Canada", and if you are interested in the subject we recommend you subscribe to this new magazine at $2.50 per year from Box 236, Terminal A, Toronto.....watch for our MONEY MINTERS, the story of Canadian coinage, now playing leading theatres across Canada and having concluded its run at the largest of all, Toronto's 3,400-seat Imperial.....if you write to the Canadian Film Institute, 142 Sparks Street, Ottawa, they'll send you the complete list of all their catalogues and special film lists.....Printer's Ink estimates that the 4,000 non-theatrical films (a third of them for industry) produced each year now account for 85% of the total film footage used, including all Hollywood's.....you'll hear it many times again but this time we say it first --

A VERY MERRY CHRISTMAS TO YOU!

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January sixth, 1958

THE WILLIAM McCAULEY CHOIR OF CRAWLEY FILMS

Three years ago, a few employees of Crawley Films used to gather in the Music Department of the Ottawa Studio for a little close harmony, just for the fun of it. However, it wasn't long before these lunch-hour sessions had developed a group of fifteen regulars. Their enthusiasm led Music Director William McCauley to agree to direct them in weekly rehearsals with an eye to entering the Ottawa Music Festival.

With the decision to hold evening rehearsals, the choir was enlarged by the addition of wives, husbands and friends of some members of the group. This enabled McCauley to balance the sections of the choir, bringing it to its present size of 40 voices. At the 1955 Festival, the choir won not only its own class but the Open. Following this success, they became in great demand to appear before service clubs and other groups.

By 1956, the choir had begun to achieve wider recognition. It was invited to sing at the opening ceremonies of the Conservative Party's national convention, and last Christmas it represented Canada on "Sing with Bing", Bing Crosby's annual Christmas Eve presentation over the full CBS network. Latest honour is to become "Columbia Recording Stars" with their fast-selling new L.P. disc of French Christmas carols, "Noël à Québec". The disc has been used extensively by radio stations all across Canada (including such network plays as Rawhide and Encores), has had many press reviews, and now Her Majesty the Queen has graciously consented to accept a copy from the choir.

Director William McCauley is a musician's musician. Composer, arranger, teacher, conductor and performer, he holds a Mus. Bach. from the Royal Conservatory of Music in Toronto, yet his background includes solid experience in arranging for and playing in network dance orchestras. In his eight years as our full-time music director, he has written more than 80 film scores, many of them for films which have won awards at international festivals. Bill leaves soon for the Rochester School of Music to take his Music Doctorate but by special arrangement he continues as our Director of Music during his advance studies there.

Along with this highly professional musicianship, McCauley as a choir conductor is a joy to watch and work for. The choir is still an amateur group for all its professional polish and continues to thrive on the sheer joy of singing for fun and the satisfaction of singing well. We are all very proud of them.

NEW PRICE LIST FOR GRAPHIC FILMS

Graphic Films Limited, our Producers' Services and Laboratory subsidiary, has just put out a new 20-page price list, perhaps the most complete in Canada. You'll be glad to know that despite increased costs, our increased volume has made it possible for printing and processing prices again to remain unaltered as they have for the past three years. If you are going to be ordering top quality film printing, recording, etc., perhaps you should have a copy?

CANADIAN CONFERENCE ON FILMS

With the theme "The Film in Canada 1958" a lot of people will be gathering in Toronto January 22 and 23 for a Conference open to all interested in films and their use, both professional and "lay". It's sponsored by ten national organizations.

Chairman is James Cowan. Speakers include Eric Barnouw, Director of the Centre for Mass Communications of Columbia University and Glen Burch of the Ford Foundation Fund for Adult Education. A feature will be a symposium presentation of "What's Wrong with our Films?" with spokesmen representing sponsors, producers, users and critics and with the writer of this newsletter as referee. Fee is only $5.00 for the two-day Conference. Full information from Canadian Film Institute, 142 Sparks Street, Ottawa.

500,000 IN LESS THAN THREE YEARS

Produced for the Workmen's Compensation Board of Ontario, our TEAMWORK IN ACTION has now been seen by over 500,000 in Ontario, mainly employees and employers.

The sponsor offered the film through their monthly Newsletter, and prepared a pamphlet outlining the film and how to get it. They sent press releases to various publications but did no direct mailing. It has been used a great deal at medical and industrial seminars throughout Canada and is in demand in Europe and the United States. Although no TV time has been bought, the film has played most of the private stations of Ontario. Several press releases were sent out on the international awards the film has won, and these brought many enquiries.

The W.C.B.O. is extremely happy with the job that the film has done, especially considering that it is not yet three years old. It's another case of a good film automatically getting a good reception -- another mission-accomplished film!

NEW FACES FOR '58

It's been awhile since we've done a round-up of some of the people who have recently brought their experience to our Company. Many of these have gone into our busy Lab. Harold Coxon, for the past five years Supervisor of Processing at the N.F.B., has now taken over the same position here. Michael Bailey comes to us as a Timer after seven years at Technicolor. German Fotographer Edith KarKutt joins Printing. Fred Dobbs is in charge of Masters and Dupes after twelve years with the English Lab of Humphries & Co. William Hambley is now in charge of Negative Cutting after nine years of experience with Technicolor. The important section of Inspection has had three new appointments -- Don Shepherd from the N.F.B., Lillian Robinson from Kodak's Inspection Department and Attila Galko from H.D.F. of Budapest and Cine-Citta of Rome.

Paul Naish (an Associate of the Institute of Chartered Accountants) is now our Office Manager. He came to us from Arthur A. Crawley & Co. A Scotch cameraman has reported in too. Ian Matheson shot for a dozen years with the Rank Organization and the Film Producers Guild. To our Sound Department has been added Recording Technician Hans Oomes from Philips Phonographic Industries of Holland.

We welcome these and other new members to the staff. Particularly do we welcome the new Canadians who bring with them valuable film production experience from a dozen other countries. They help to broaden us and our films.

With best wishes to you for 1958,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 21 Dundas Square • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February tenth, 1958

FEB 11 1958

"FREE FILMS" FOR THE ASKING

Just off the press is the latest edition of Crawley's "Directory of Sources of Free 16mm Sponsored Films in Canada". Copies are free to any organization in Canada.

The 24-page booklet lists 295 sources from which 11,000 films are available free for showing to interested groups. There are sources in every province -- industries, trade associations, embassies, welfare organizations and civic, provincial and federal government departments. Since 1952, the Directory has gone through three revisions and to date we have filled requests for 60,000 copies. Certainly this demand dramatizes the very wide use of sponsored films in this country. Write for your copy.

BREAKING THE SOUND BARRIER

During the last year our Sound Department has spread its talents far and wide. One very hot August weekend, Tony Betts taxed his imagination to the full to give that cold, crisp, Christmas-Morning sound to his recording of the 40-voice William McCauley Choir's "Noël à Québec" record. Not to be outdone, Dave Howells recorded the 53-piece R.C.A.F. Band for a U.N. Radio Broadcast and Bucky Wallingford took time off from compiling our collection of several thousand sound-effects to record a popular jazz trio in what became a best-selling record in New York. Hans Oomes recorded 13 hours of talks on Physical Fitness and, to achieve an unchallenged record for the longest recording of the year, Malcolm Crosby edited and re-recorded 130 hours of folksongs !

Although the Department recorded 261 separate subjects onto 16mm film during 1957, the soundmen themselves are particularly proud of "pure recording" jobs, which enable them to display their ability to produce true "hi-fi" better than any film recording could possibly do. A good soundman is a combination of artist, technician and craftsman; though his tools are among the most complicated in the industry, the results he gets from them are decided by his own experience and good taste.

Department Head Tony Betts came to us eight years ago after an advanced course in electronics at Cambridge and a wartime career in radar development. His widespread interest in films has twice led him to the Presidency of the 1,000-member Ottawa Film Society.

David Howells' experience goes back to 1928 when he started as a camera assistant at British Instructional Pictures for such famed directors as Victor Peers and Anthony Asquith. Dave transferred to Sound when the "talkies" came along, at which time the "soundtrack" was on 16-inch discs which the projectionist synchronized (whenever his luck held out) to the picture. Since then, he has used just about every type of known recording medium and before joining Crawley's in 1955, worked on many famous British features as well as TV films for Douglas Fairbanks.

Malcolm Crosby spent three years with the National Film Board as an optical recordist before joining Crawley's two years ago, and Bucky Wallingford transferred to Sound after three years in our Lighting Department. Hans Oomes gained his experience as a music recordist at Phillips Phonographic Industries in the Netherlands.

The tough conditions often encountered in documentary filming and the variety of types of recordings that are met with in carrying out work for other Producers creates a need for a certain amount of "sound doctoring". Thus our recording system has been specially designed, by Chief Engineer Rod Sparks and Tony Betts, to provide an unusually high degree of flexibility. Right now the same team are grappling with the problems of installing a brand-new bank of 35mm recorders and reproducers.

Note to reader: Skip the next two paragraphs unless you have a technical mind!

Our big Recording Suite is made up of nine rooms and booths and filled with the most modern equipment. The eight-way, two-channel console in Re-recording Theatre A, for example, is fitted with high and low equalizers on all faders, an advanced variable-bandwidth mid-range equalizer, and a separate band pass filter and compressor amplifier in each channel. In order to obviate delays due to equipment failure, the fader-equalizer units in the smaller four-way single-channel console in Theatre B are identical in design and a spare unit may be substituted should any one become faulty. In addition, all amplifier units in the Transmission Racks are duplicated so that a substitute unit is available if needed. Fortunately, failures are reduced to a minimum by regular routine testing -- quite a necessity when over 600 vacuum-tubes are in daily use!

Many other features ensure flexibility, such as completely separate Disc Recording and Optical Transfer Rooms (complete with console, equalizers, etc.), Projection 16/35 mm Footage Counters and a unique switching system that allows any recorder or reproducer in the Machine Room, irrespective of its position, to be started from any one of the seven points in the building in which film recording or previewing is carried out.

Over the past ten years, as in other leading studios, all our recording work has been carried out on magnetic film or ¼" synchronous tape (normally Rangertone, although Ampex/Fairchild equipment is also available) right through to the final stage when the completed soundtrack is transferred to optical film. The most precise stage is the preparation of this optical track and its subsequent developing and printing. Having our own quality-controlled laboratory under the same roof is therefore of inestimable value, allowing daily exposure, frequency and cross-modulation tests. And, should any unsuspected defect occur when unusual or very difficult sounds have to be put on film, a new transfer may be made immediately from the magnetic original.

One example of the complexity and size of some recording assignments. Under a grant from the Canada Council (the first ever to be made to an individual) Dr. Helen Creighton, foremost authority on Maritime folklore, has been with us the past six weeks transferring her complete collection of recorded folk songs to magnetic tapes for preservation in the National Museum of Canada.

The collection, started in 1948, consists of over 4,000 songs, in addition to a wealth of folk tales and stories, and is long enough to play continuously -- eight hours a day, five days a week -- for a whole month! As some of the material was recorded in the early days of tape recorders, our soundmen have had to bring all their equalizers, filters, compressors and other complicated widgets into play, and are storing the completed reels in sealed metal cans to withstand changes of temperature and humidity over the years.

Yes, we are breaking many sound barriers these days!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.

TORONTO: 181 Eglinton Ave. E.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY COMMENTARY

March seventeenth, 1958

"Films can play a most useful and important part in many branches of Industry"
------ H.R.H. Prince Philip, Duke of Edinburgh

1957 ANNUAL REPORT HIGHLIGHTS

Another busy year..... completed 66 motion pictures, 7 slidefilms and over 150 smaller assignments -- TV commercials, custom recording, custom editing, film coverage of special events. A fifth of the films were in French..... 83% in colour..... average running time, 19 minutes.

Perhaps the biggest organizational job was George Gorman's series of six dialogue sound pictures on ADOLESCENCE, LOVE AND MARRIAGE for McGraw-Hill of New York. It involved 110 minutes of finished film, 42 different studio sets and locations, 66 principal roles and 98 extra parts. Of the professional cast, 31 came from Toronto, 18 from New York.

There were some mighty interesting and effective films turned out last year -- the already-famous LEGEND OF THE RAVEN and MURAL for Imperial Oil, SKY WATCH ON 55° (the building of the Mid-Canada Line) for Bell Telephone, JAMAICA FLAVOUR for Captain Morgan, PUT THIS IN YOUR PIPE for Alcan, A CHAMPION IS BORN for Seagram's, CANADA'S CARPET CRAFTSMEN for Harding Carpets, BIG COUNTRY-BIG FISH and ADVENTURE AT YOUR DOORSTEP both for the Province of Manitoba, THE LIBRARIAN for the Canadian Library Association, ORDER OF GOOD CHEER for the Canadian Restaurant Association, RED CARPET for Trans-Canada Air Lines, OF SOUP AND LOVE for Lipton's, NEW WONDERS WITH WIENERS for Visking, THE TEENS for Health and Welfare, THE MAPMAKERS for Spartan Air Services, two half-hour TV films with Tyrone Guthrie, Michael Langham and Tom Patterson for the Canadian Association for Adult Education.

Variety continued as the keynote of our sponsored film production -- customers during 1957 included such organizations as International Nickel, Ontario Hydro, Canadian Lastex, Air Cadet League, C.N.R., Province of Nova Scotia, Anglican Church, Bible Society, Community Chest, Royalite Oil, British Newfoundland Corporation, Rolls Royce, Caland Ore, Personal Products, Metropolitan Life, Bank of Nova Scotia, R.L. Crain, Civil Defence, the National Gallery.

There were a lot of TV Commercial assignments too -- 16 for TCA, 12 for Kellogg's, 6 for the National Industrial Design Council, 6 for Reckitt & Colman, 5 on Rt. Hon. John Diefenbaker for the election (he won), others for General Foods, Pillsbury, VON, Pure Spring Gingerale, Canadian Legion, Trans-Canada Telephone System, Central Canada Exhibition (with lovely Joan Fairfax).

A good year for Film Awards -- 14 came our way from festivals and competitions in Edinburgh, Brussels, Stratford, the British Film Academy, the American Film

Assembly, the American Medical Association, the International Nuclear Energy Conference in Rome, the World Congress of the International Society for the Welfare of Cripples (London) and of course Canadian Film Awards. Fifty different Crawley films have now won a total of 88 awards.

Such awards tell how we compare with other film-makers as to quality of workmanship. What's more important though is that our sponsors are getting results and keep coming back for more. For of the 73 motion pictures and slidefilms produced last year, 18 were for new customers -- while all the rest were for former accounts!

WANTED -- Executives with hard-to-solve Marketing or Public Relations problems. No previous film experience required -- we supply all information. Unusual benefits. Send full particulars first letter or apply in person to Crawley Films Limited in Ottawa, Toronto or Montreal. Our employees know of this advertisement!

INDUSTRIAL FILMS FOR SCHOOLS

With the aroused interest in education, businessmen should think more of the tremendous potential for good sponsored films in Canadian schools. The National Citizens Council for Better Schools surveyed educators on industry cooperation with public schools and report under ITEMS MOST VALUED, "In general, good well-produced films or filmstrips on science, manufacturing processes and individual careers got the biggest vote!"

MEANWHILE, BACK AT THE RANCH.....

Toronto police say that a hidden motion picture camera with telephoto lens is being used by a gang to peer at businessmen opening their safes -- one of the very few services unavailable through this studio..... customers in that city please remember we've recently moved to bright new premises at 181 Eglinton East..... currently we are making an extensive survey of Canadian film sponsors with the interesting results to be published for you soon..... George Gray of Canadian General Electric happy that our POWER AND PASSAGE (the 16mm colour film on the St. Lawrence Seaway Development) has, through their own facilities in its first year, been screened 1446 times to a total audience of 146,749 -- all prints are still very busy and a new version is in production..... Bob Ayre, C.N.R., reports this sustaining TV example: when MUSEUM TRAIN was played over KFBB-TV at Great Falls, Montana, "it was repeated two days later by request from the viewing audience"..... Edmonton is the latest of many Canadian cities with its own travel and industrial development film..... Canadian Film Awards announces a record entry this year of 87 motion pictures and 55 TV commercials from 27 producers across Canada..... how much should films cost if one picture is worth a thousand words? -- there are 1440 individual pictures in one minute of film..... the Canadian Government Travel Bureau actively promoting and distributing around 7000 prints of 200 films throughout the United States..... the Bill McCauley Choir of Crawley Films won the top award for all choral groups at the Music Festival and we're proud of them..... and on March 31, VOTE AS YOU LIKE -- BUT VOTE, WON'T YOU?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

H-105-5

Special "CRAWLEY COMMENTARY"

April twenty-first, 1958

SURVEY OF CANADIAN FILM SPONSORS WITH FREE 16mm FILMS FOR THE PUBLIC

Method of Survey

Crawley Films needed to know more about sponsors -- how they use films, where those films come from, how they are distributed, and how satisfactory is both the distribution and the effectiveness of the film medium. And at the same time we knew that each sponsor would like to see how he compared with the composite picture.

So a questionnaire was sent to 225 sponsors listed in our "Directory of Sources of Free 16mm Sponsored Films in Canada". Most of these are companies but they include some trade associations, health or welfare societies and government departments.

You will be pleased to learn that 68% completed and returned the questionnaire, demonstrating great interest in the subject. The 153 replies are a very large sample and the largest survey of Canadian film sponsors ever made.

Size of Film Programs

We found that the respondents between them have a total of 2,351 different film productions -- an average of 15. Here is the breakdown of the number of film productions held:

No. sponsors with one film		-	49
2	films	-	15
3	"	-	11
4	"	-	3
5	"	-	12
6-10	"	-	13
11-15	"	-	11
16-20	"	-	11
21-25	"	-	6
26-50	"	-	11
51-100	"	-	7
101-200	"	-	2
Over 200	"	-	2
Total			153

Together the sponsors have a total of 11,405 prints of all these films -- an average of 74 prints per sponsor. Several sponsors volunteered that they did not have sufficient prints for maximum coverage of the growing market and this seems evident. Only nine sponsors have more than 50 prints per film at work -- and these nine nearly all reported both the distribution and effectiveness of their film program to be "excellent". Two sponsors now have over 1000 prints in the field.

Languages

Exactly one-third of sponsors have at least some of their films available in French. Those with English only, total 102 -- those with films in both English and French total 51. In addition, five sponsors have other language versions -- four have German, two have Dutch, and one each have Danish, Norwegian, Spanish and Portuguese films.

Producers

It was interesting to see that the number of sponsors with films produced in Canada is now well ahead of the number importing films from the United States. However, a large number of Canadian companies are still using only films brought in from their parent or associate companies in the U.S. or the U.K.

No. sponsors with only Canadian films	-	58
" " " only U.S. films	-	47
" " " only U.K. films	-	3
" " " Canadian & U.S. films	-	27
" " " U.S. & U.K. films	-	5
" " " Canadian & U.K. films	-	1
" " " Canadian, U.S. & U.K. films	-	12
Total	-	153

In addition three sponsors use films produced in Sweden, France and Australia.

Uses of Films

The average sponsor uses his films for three different purposes. Here are the most common uses stated -- with Public Relations far in the lead.

Public Relations	-	130
General Information & Education	-	88
Sales Promotion	-	68
Advertising	-	49
Sales Training	-	37
Staff Indoctrination	-	31
Safety Education	-	28
Production Training	-	12

Methods of Distribution

Distribution is achieved through a variety of ways, most sponsors using several methods, but the great majority use their own facilities of a company library, dealers and branches:

Own library or head office	-	119
Own branches or dealers	-	55
National Film Board	-	31
Provincial libraries (Canada has 42)	-	23
Schools	-	20
Community libraries (Canada has 400)	-	18
Commercial distributors	-	12
Canadian Film Institute	-	10

Other methods included (of course) television, theatres, universities, Dominion Stores Homemaker Film Library, the Foreign Trade Service of the Department of Trade and Commerce, and the Canadian Government Travel Bureau.

We were particularly interested to find how sponsors rated the success of their distribution:

No. sponsors saying Excellent	-	35
" " " Good	-	85
" " " Fair	-	27
" " " Unsatisfactory	-	0
No reply to question	-	6
Total		153

This means that 82% of those who replied to this question say that their distribution has been either good or excellent.

Effectiveness of Film Programs

But the pay-off in any program is the question of how really effective is it. Here is how the sponsors rated the effectiveness of their film program:

No. sponsors saying Excellent - 41
" " " Good - 76
" " " Fair - 20
" " " Unsatisfactory - 0
No reply to question - 16
Total 153

This means that an amazing 85% of those who replied to this question say the effectiveness of their film program has been either good or excellent.

Finally, we were interested to see that films produced in Canada have a decided edge in effectiveness over films brought in from other countries. This is proven by the following table of the responses to the question as to the effectiveness of the film program. See how those sponsors with Canadian films only contrast in effectiveness of film program with sponsors who have no Canadian films.

	Excellent	Good	Fair	Unsatisfactory
Sponsors with Cdn. films only	35%	62%	4%	0%
Sponsors with Cdn. & foreign films	30%	55%	15%	0%
Sponsors with no Cdn. films	26%	51%	23%	0%
All sponsors average	30%	55%	15%	0%

We are most grateful to the 153 leading presidents, advertising managers, public relations directors, executive directors and company librarians who took the time to participate in this survey. We hope the carefully co-ordinated results will be of value to them and others in planning their future film programs.

Graeme Fraser

Graeme Fraser,
Vice-President,
CRAWLEY FILMS LIMITED

19 Fairmont Avenue,
OTTAWA

1467 Mansfield Street,
MONTREAL

181 Eglinton Avenue East,
TORONTO

"Canada's largest producers of sponsored films"

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.
TORONTO: 181 Eglinton Ave. E.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May twenty-sixth, 1958.

DOING BUSINESS IN A VISUAL AGE

Canadians live and do business in a visual world. This is proven by the astounding fact that we now produce in this country more films, slidefilms and TV filmed commercials than books and pamphlets combined! And this, five centuries after the invention of movable type -- only half a century after the beginning of the motion picture.

The success or failure of your business depends on how effectively you communicate to your customer the need for your goods or services. Originally man communicated orally, then he learned to express himself in word pictures. The invention of the printing press enabled him to communicate through the printed medium.

But in recent years there have been tremendous strides in persuasive communication and with film and TV we now find ourselves doing business in a visual era. The coming generation will be much more so.

This is evolution -- and evolution does not have a sharp clear edge. Many companies and organizations have already begun converting quickly to the art of visual communication. Last year one U.S. corporation spent -- for business motion pictures and other audio-visual aids -- close to $6,000,000.

But there are many companies who are finding that their traditional methods are just not working. They see business continuing all around them but they are not getting their story across -- not making the sales they should be. They are experiencing the transition period when they should be taking a long and very clear look at the possibilities of communicating visually.

Last month we sent you a copy of the survey of Canadian film sponsors showing that an amazing 85% rated their film program as either Good or Excellent. These are the people who have learned how to communicate visually. We think we can help you to do likewise. Could we sit down now and talk it over?

REPORT ON 16mm FILMS AS P.R. MEDIUM AND AID TO LEARNING

Indebted we are to our good friend Frank Arlinghaus, President of Modern Talking Picture Service Inc., for making available sufficient copies of the Report to enclose with this newsletter. You'll find it interesting. Several of our customers use Modern to reach the U.S. market with their Canadian films.

MEMO TO THE WEST

Four different Crawley crews will be shooting four different sponsored films in the four Western Provinces this summer. Should we be shooting for your business at the same time? (pun, copywrite)

CASE HISTORY: Films in the Crusade against Cancer

"Films play an essential role in the Canadian Cancer Society's efforts to motivate people to seek early diagnosis and treatment when signs and symptoms of cancer occur. Through its library of films on cancer the Society provides a visual message which is viewed by more than four million people annually. The films are shown to a large extent in theatres, distributed through the National Film Board and other chains, thus bringing a large group of Canadians into contact with cancer education.

An important part of the film programme in the hundreds of local units of the Society is the special showing of films in theatres to restricted audiences. Arrangements are made with the local theatre manager for a special showing of "Breast Self Examination", for instance, and this is given wide publicity through press, radio and television. In this way thousands of Canadian women have learned a simple method of detecting a possible warning signal of cancer.

Films are shown to doctors, too. Special films have been prepared by the medical profession showing the latest diagnostic techniques and other means of detecting cancerous growths when they are in an early stage. These are provided free to medical colleges for special showings to students and are also used in medical seminars, conventions and other gatherings of medical people.

Another means of reaching a large audience with visual education is in the provision of films -- often along with speakers -- to clubs, schools, industrial establishments, special meetings and other gatherings. These films cover a large variety of subjects from cartoon novelties, such as MAN ALIVE to the documentary CANADIAN CRUSADE (Editor's note: a Crawley film) which has been produced in greater quantities than any other educational film. They are shown by volunteer amateur projectionists in school rooms, legion halls, church basements, large living rooms or any other place where an audience may be gathered.

Through the nature of its educational programme, directed as it is to every person in the community and stressing the importance of self vigilance, the Society finds films a most valuable aid in fulfilling its prime function which is to reduce mortality from cancer."

--- R.M. Taylor, M.D., Executive Director,
Canadian Cancer Society, Toronto.

TAKE FIVE

Potent proof that films provide a "captive audience" is today's request from Canada's Assistant Commissioner of Penitentiaries for copies of our Directory of Free Films for the Canadian Federal Penitentiaries -- he writes, "the type of films listed in your Directory are of benefit to the Educational and Vocational Training programs in each institution, and these programs cover a variety of trades and studies"..... proud we are that a number of Crawley films have been selected for regular screenings in the Canadian Pavilion at the Brussells Fair..... we agree with and attempt to practice the slogan of the Canadian Manufacturers Association, "A WISE CANADIAN BUYS CANADIAN" -- and trust all their membership will remember this slogan applies to film production too!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

H-105-5

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.
TORONTO: 181 Eglinton Ave. E.

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers for Industry, Government, Education, Television

June thirtieth, 1958

CANADA'S LARGEST FILM CONTRACT SIGNED

We've had a lot of questions since the Canadian Press and the CBC carried the story of the signing of what is believed to be Canada's largest motion picture production contract of all time. Here are the facts for you:

The CBC, the BBC and Crawley McConnell Ltd. (made up of the Crawley interests and those of John McConnell of Montreal) have jointly employed Crawley Films to produce a series of 39 half-hour films for television based on dramatic case histories of the famed Royal Canadian Mounted Police.

To ensure no interference with our regular program of sponsored film production, 40 acres have been purchased in the Gatineau Hills where we are now putting up a special 8500 sq. ft. building for the series. This sound stage will be just 12 miles from our Ottawa Studios.

Scripts have been prepared by leading Canadian writers with the full co-operation of the R.C.M.P. Vincent Tilsley of BBC-TV has been working with us as Script Editor since February. Shooting begins this autumn with world release planned for the fall of 1959.

Every effort will be made to ensure that the series is authentic and accurately reflects the day-to-day story of Canada's federal police force. Because members of the Force must by the very nature of their duties deal with every kind of human situation, many episodes in the series will involve either petty crime or in some cases no crime at all. Others will involve the preservation of law and order and the investigation of more serious crimes. There will be stories of city, town, prairie, and the bush country of Canada's north. And through the whole series will run a sense of Canada's pride in its "Mounties".

Setting for many of the episodes will be northern Saskatchewan, where a three-man RCMP detachment is responsible not only for a small town itself, but a wider community of two thousand square miles of outlying district.

The stories will be filmed partly in "the Gatineau", the beautiful hill country to the north of Ottawa where tens of thousands of Canadians enjoy sports the year round. Here Crawley film crews will be able to find spectacular outdoor locations for the series; rolling hills, lakes and streams, forests, bush country and green fields.

Called by J. Alphonse Ouimet, the CBC's General Manager, "an event of major importance for the whole Canadian television film industry", what does this exciting big program mean to our customers?

First, a tremendous amount of new experience, unique in Canada, will be available to you. Second, new facilities and equipment will be at your service. And third, this great increase in our business will be reflected in even lower budgets for the top quality production of sponsored films for Canadian industry, government, education and television.

CASE HISTORY: WORKERS TRAIN MEN 200 MILES AWAY

"In one of the most unique programs in Canadian industry, the training of inexperienced workers at the new Canadian Westinghouse distribution transformer plant at London, Ontario was carried out by skilled workers at the Hamilton plant almost 200 miles away. This remote-control training plan was accomplished by sending visual instructions by photographs and color movies of Hamilton employees who became 'leading actors' in thousands of feet of training films.

Tricks of the trade, unknown to supervisors and technical personnel alike, were passed from the skilled worker to the tyro, by the alert eye of the movie camera. Not only were results impressive, but individual training time was cut by as much as 50 percent wherever the visual method of instruction was used. Initial production was much higher than anticipated."

-----T.R. Fredrikson E.E.
Canadian Westinghouse Company Limited

FILM AWARDS

Faithful skimmers of this letter will, we hope, share our good feelings about the news that of the eleven Awards of Merit given to non-theatrical films in the Tenth Annual Canadian Film Awards, Crawley's have won the following five!

LEGEND OF THE RAVEN for Imperial Oil
"for its imaginative interpretation of a uniquely Canadian subject"
CANADIAN WHEAT for Canadian Wheat Board
"for a production exceptionally well-designed for its intended audience"
GENERATOR 4 for Aluminium Limited
"for its cleverly integrated production and excellence of music and photography"
EMOTIONAL MATURITY for McGraw-Hill of New York
"for its stimulating treatment of an important problem"
FROM TEN TO TWELVE for National Health & Welfare Dept.
"for its clear exposition of the characteristics of children in the pre-teen age group"

These five awards certainly dramatize the wide variety and scope of our quality work. Just look at the sponsors -- a Canadian company, a Crown Corporation, an international concern, a U.S. corporation and a government department. The sponsors are headquartered respectively in Toronto, Winnipeg, Montreal, New York and Ottawa.

Congratulations to the other four winners, especially NFB for their Film of the Year, and Imperial Oil for their Special Award for Distinguished Sponsorship.

Award-winning ways continue with the receipt of the Grand Silver Medal of the Italian National Olympic Committee for our eight-film series on HOW TO PLAY HOCKEY; diplomas from the Belgian Ministry of Labour for MAN MADE RAIN and HIGH SPEED ALUMINUM WELDING, both for Aluminium Ltd.; from the Ministry of Education in Buenos Aires for our famous LOON'S NECKLACE (Imperial Oil); and word that LEGEND OF THE RAVEN and MONEY MINTERS (the theatrical short for International Nickel) have been selected for next month's Stratford International Film Festival.

These bring us to a total of 97 film awards, including 27 from the U.S. and 22 from Europe. But how about awarding yourself a relaxing holiday this summer? It may be later than you think.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August fourth, 1958

AUG 5 1958

ODE TO AN ADVERTISING MAN

The written word is good
The spoken word is too
But a picture's worth a thousand words, they say;
Add picture, movement, colour, sound,
Dramatic impact too --
And have a talking picture -- write today!

DUM-DA-DUM-DUM

Ladies and gentlemen. The story you are about to hear is true, only the names have been changed to protect the innocent. This is the City. My partner's name is Crawley. My name's Fraser. I'm a film man.

Monday 11:46 a.m. We were called in to meet with the top officers of Canadian Nut and Bolt Company. They had a problem in sales promotion. Thought we could solve it.

Wednesday, 2:32 p.m. We arrived at the plant and met with President Nutt, Ad Manager Bolt, P.R. Director Flange and Comptroller Screw. Asked them, "To whom do you want to talk? What do you want them to do?" Each had a different answer. Different aim. No clear picture of future. Took a film conference to find that out.

3:58 p.m. President Nutt said it was useless to talk further. First they must have a united mind. Told us he was grateful. Conference had exposed many areas of differences between them.

We continued to question the men but could learn nothing further.

A trial was held before the Court of Canadian Public Opinion. In a moment, the results of that trial.

COPYRIGHT YOUR FILMS?

From time to time we receive inquiries from sponsors regarding copyrighting their films. In Canada this is not necessary. Once your film is made, it is automatically protected.

Application can be made and a certificate issued by the Copyright Office, but this is only prima facie evidence that copyright subsists in the work and that the person registered is the owner of such copyright.

In the United States, however, registration is compulsory. All clear now?

YOUR OWN TRADE SHOW

The increasing popularity of trade shows and fairs is indicative of the growing need to show the reasons why, in today's marketing.

On film you take your own personal trade show into your customer's office, or home.

Your film can enlarge, reduce, compare, speed up, slow down, or dramatize your story or your product. While other media merely tell, films show your products and your services.

TAKE FIVE

Add Definitions: "A camel is a greyhound that was designed by a committee"..... This summer we have crews on four sponsored films in the four Western provinces — a travel film for the Manitoba Department of Industry and Commerce, a motion picture for the University of Saskatchewan, our Tenth Annual Seagram film of the Canadian Open (Edmonton), and the highlights of the National Convention of the Canadian Brotherhood of Railway Employees (Vancouver)..... the Association of National Advertisers in the U.S. report 85% of their member companies using films for advertising, public relations, sales and sales promotion, 81% using films for training..... Producer-Director Betty Zimmerman has been re-elected President of the 1000-member Ottawa Film Society, the fifth member of our staff to be so honoured..... Prudential of America has procured 16mm prints of each of their CBS-CBC TV network shows, THE TWENTIETH CENTURY, and have made them available to groups for free loan through any of Prudential's 90 offices across Canada..... our new sound stage in the Gatineau Hills for TV film production is going up rapidly..... from July Reader's Digest: "Dr. Wilder Penfield's monumental work tends to confirm the effectiveness of audio-visual methods of education. Lessons are learned better when facts are recorded simultaneously by eye and ear on our minds"..... 98% of U.S. TV stations use sponsored films, 72% on a regular basis — average is five hours per week though some stations program more than 30 hours of sponsored films weekly..... definition of Public Relations versus Publicity — "P.R. is what other people think and say about you as a result of the things you do — Publicity is what you say about yourself." Like it? It's yours!

Have a good summer —

Graeme Fraser

Graeme Fraser,
Vice-President.

The Canadian Nut and Bolt Company, now serving out their sentence as a wholly-owned subsidiary of International Holdings Inc.

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.

TORONTO: 181 Eglinton Ave. E.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

September eighth, 1958

VARIETY -- KEYNOTE OF A BUSY SUMMER

Thought you would be interested to know how producer-directors spend their summers..... George Gorman completed a series of five new sync-sound pictures for McGraw-Hill of New York -- had to rent and soundproof the huge Minto Skating Club to accommodate his cast of 218 and 30 different sets..... Sally MacDonald directing the new Seaway film for C.G.E., and was 600 feet below sea-level in Alcan's latest Hydro-Electric project in Chute des Passes, Quebec, shooting the mammoth underground power house and tunnels up to six miles long and forty feet in diameter.....

Peter Cock produced three fund-raising films for the Wells Organization of Canada and is finishing films for Molson's and for Carleton University..... Betty Zimmerman turned out public service TV films for C.B.C., Victorian Order of Nurses, Canadian Highway Safety Conference, St. John Ambulance, etc..... Quentin Brown, having completed AMBASSADOR EXTRAORDINARY for Hiram Walker and CRAFTSMEN OF CANADA for B.A. Oil, will next be on location in Vancouver..... René Bonnière produced WINTER CROSSING AT L'ILE AUX COUDRES for the C.B.C., was directing our latest travel film for the Manitoba Government and is now in Paris for three weeks.....

For Atomic Energy of Canada, Ed Reid directed the story of Chalk River, Canada's huge atomic energy project, now is finishing his film on the University of Saskatchewan..... Production Manager Tom Glynn looked after our first job for British Petroleum in Montreal and then to Edmonton to work with George Gorman on our tenth annual Seagram's Canadian Open Golf film..... F.R. Crawley finishing up the Trans-Canada Pipe Lines' film and consulting on many others.

Meanwhile, back at the ranch, our editors, sound engineers, animators, music director and laboratory people are finishing up all the films shot this summer. Writers are researching and scripting new sponsored films for shooting this fall and winter.

And what can we do for you?

CASE HISTORY: FROM SCRIPT TO 300 PRINTS IN FOUR DAYS

Shrouded in complete secrecy, our Television Film Unit turned out four spots -- production planned, sets constructed, the filmlets shot, processed, edited and 300 prints completed, all within four days! A new record in the Canadian film industry?

The reason for secrecy -- the Bank of Canada's new Victory Bond conversion program (Canada's largest financial operation of all time) had not yet been announced to the nation and, unknown to us, we had been selected to produce the TV filmlets.

At Friday midnight, July the 11th, our producer-director was "sworn in", and scripts were turned over to us by McKim Advertising.

The timing from then on:

On Saturday morning at 11:30 the sets were up, painted and dressed. Sworn to secrecy, crews for lighting, camera and sound were ready to shoot. At 1:30 p.m. essential cards were rushed in by the sponsor and the sync-sound filming commenced. At 5:30 p.m. the four films were rushed downstairs to our own laboratory for processing and work-printing.

The editing was approved late Sunday afternoon and the 300 print order was immediately begun by our Lab staff. Mounted, canned and labelled by busy hands (still in utmost secrecy) the prints were sent out across Canada on Tuesday, a hectic four days later.

McKim's seemed happy as they asked us for two more "less rush" Victory Bond jobs -- this time giving us a whole week-and-a-half from script to prints!

Yes, summer is relaxing time!

THORSTEN HANSSON, DIRECTOR OF ADMINISTRATION

Expanding operations require streamlining so a new post has been created here and Swedish-born Thorsten Hansson selected for it from 150 applicants. Hope you meet him soon.

With degrees in both civil and mechanical engineering, his broad experience includes posts as A.G.M. of Booth Lumber, Superintendent and Research Engineer with Abitibi and the Ontario Department of Lands and Forests, and Sales Manager -- later President -- of Strathmos Scale Manufacturing.

TAKE FIVE

After a spell in Hollywood, Prexy F.R. Crawley chaired the distinguished Board of Judges of giant Vancouver International Film Festival -- no cinch to adjudicate 300 features and documentaries from 28 countries..... no less than 1306 prints of our HOW TO PLAY HOCKEY training films (Wheaties and Crown Brand Corn Syrup) are now out at work, and if you are interested in a school or boys club we'll send you full information..... Bill Kennedy of our Toronto office visiting a number of our customers (and making new ones) throughout Western Canada this month..... VARIETY reports the three U.S. TV networks programming 62% film, only 38% live, so it looks as if TV films are here to stay ..... when the Canadian Institute of Public Opinion polled Canadians to find out what they did with their leisure, the surprising result showed them watching TV 55% of the time (and steadily increasing over the past seven years) while spending only 17% of their leisure in reading books, newspapers, magazines and printed advertising combined, and only 15% of their time listening to radio -- so perhaps we should be talking to you about films for TV?..... impressed by the number and variety of letters we receive from all over Canada (and beyond) regarding production, lab work, distribution, promotion, etc. and would like to register here that our large staff, experienced in every branch of film-making, is always available to answer any questions you may have..... if we don't know, we can usually find out -- so feel free, won't you?

BCNU,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited
Film Producers for Industry, Government, Education, Television

October twentieth, 1958

CASE HISTORY OF A UNIVERSITY FILM

The Crawley production QUEEN'S UNIVERSITY AT KINGSTON proved immediately popular. It was used extensively in the recently concluded, successful, drive for four million dollars. It served as an effective medium to introduce Queen's to many prospective donors who had never been on the campus. The reaction to the film was so favourable that five prints were ordered and these are still in constant circulation.

Alumni branches all over Canada, and in some United States areas, have built up programs around it. (Every graduate comment has been enthusiastic and that is saying something, considering our "knowing" Alumni!) At reunion times at Queen's it is available and several showings are required on "homecoming" week-ends.

The film has been used to introduce Queen's and University life in general to high school assemblies in a great many places in Canada. School guidance teachers have testified that it has given many students their first realistic view of University life.

Numerous public showings have been made to the citizens of Kingston. Service club program chairmen have heard about it, appreciate the length (22 minutes), and their requests for bookings keep coming in. Home and School Associations likewise find it most useful. It has been used in the United States, Bermuda and the United Kingdom to show an important cross-section of Canadian life. It also has reached large audiences on television.

Perhaps the finest tribute to the excellence of the film QUEEN'S UNIVERSITY AT KINGSTON is the growing number of people who keep seeing it again and again!

----- J.A. Edmison,
Assistant to the Principal,
Queen's University

BIGGER THAN BOTH OF US

If you are interested enough, send 10¢ to Dominion Bureau of Statistics, Ottawa for their 1957 Survey of Canadian Film Production. You'll find that production dollar volume rose 20% over 1956, while laboratory dollar volume shot up 42%. Know of any other medium growing that fast?

Canadians produced 924 motion pictures and 3300 other film items, while the labs turned out 76 million feet of prints.

Customers evidently continued to come to your favourite film company, because with 56 companies reporting to D.B.S., Crawley's did 42% of the non-theatrical sound films while our Graphic Films Laboratory did 23% of all Canada's 16mm colour printing.

The Canadian film industry will continue to grow in effectiveness if all advertisers instruct their agencies to buy film production and lab services in Canada.

"A WISE CANADIAN BUYS CANADIAN."

We get letters.......

FLORIDA STATE PRISON
RAIFORD, FLORIDA

Crawley Films Limited,
19 Fairmont Avenue,
Ottawa, Canada.

Gentlemen:

We are introducing 16mm films into our educational curriculum.

In an Eastman Kodak publication, Visual Aid Sources, I find that you have available a free catalog, DIRECTORY OF SOURCES OF FREE 16mm SPONSORED FILMS IN CANADA. I would very much appreciate receiving a copy.

Sincerely,

R.E. Upton, Jr.,
Acting Director of Education.

Any sponsors interested in a captive audience?

SPORTS INSTRUCTION FILM SURVEY

For many years one of our specialties has been the production of sponsored films on sports -- golf, hockey, skiing, football -- even orienteering.

To determine the need for sports instruction films in Canada and provide information that will be helpful in interesting potential sponsors in underwriting film production costs, we have just completed a nine-page national survey. It shows the popularity of various sports by provinces, the number of players (divided between boys and girls), the sports instruction films in use (by provinces), the sports instruction films most needed, and comments regarding sponsor identification in films.

Any company interested in exploring the possibilities of this field should ask to see the survey at any Crawley office. No obligation. Vive le Sport!

CRAWLEY FILMS GO TO THE WORLD FAIR

Among our productions selected for regular showings at the Canadian Pavilion at the Brussels World Fair were CANADIAN WHEAT for the Canadian Wheat Board, FIVE FACES OF QUEBEC for Molson's, GENERATOR 4 and HIGH SPEED ALUMINUM WELDING for Aluminium Limited, LEGEND OF THE RAVEN and NEWFOUNDLAND SCENE for Imperial Oil, POWER AND PASSAGE for Canadian General Electric and A NEW FUTURE LIES NORTH for Vance Sanders of Boston.

All films are in colour and all were presented in both French and English versions. Pleased we are to play our part in helping show Canada to the world.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

DEC. 1. 1958 - 2ND COPY

H-105-5

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.
TORONTO: 181 Eglinton Ave. E.

CRAWLEY COMMENTARY

DEC 3 1958

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December first, 1958

"Of the many private companies -- the most successful has been Crawley Films, with an extensive output and many awards won in Canadian and international competition."

--from the just-published ENCYCLOPEDIA CANADIANA

CASE HISTORY: FILMS IN THE WORLD MARKET PLACE

The Brussels Universal and International Exhibition set the nations of the world a formidable task. That task was to convey to millions of visitors of every nationality an accurate picture of each nation's way of life -- the people who are its lifeblood, and its cultural economic and industrial achievements.

All the traditional means of demonstration were used -- the arrangements of material, models and pictures — the design of the Pavilions -- the Festivals of the performing arts. These explained the historical and cultural background.

Against this background, the new medium of the documentary motion picture showed most effectively the nations as they are today. Forty-three cinemas in the exhibition grounds convincingly portrayed the world's economic and industrial scene and provided an insight into the everyday lives of our neighbours.

In the cinemas, visitors, relaxed and comfortably seated, absorbed the nations' messages more quickly, and retained their new found knowledge longer than by any other means.

The exhibiting countries put their faith in film to create international understanding. At Brussels film has proved to be the universal language.

Baron Moens de Fernig
Commissioner General of the Brussels World Fair

SALESMEN ARE TRAINED, NOT BORN

With the heavy emphasis on SALES and MORE SALES these days it is interesting to see the growing proportion of our custom productions designed for sales training.

A film is the only method which ensures that training is always standard from coast to coast, that training is always accomplished at its highest level, and that training is always efficient.

For instance we have just completed an interesting new series of training films for The Wells Organization of Canada, leading church fund-raisers. The films give fast, efficient, effective training to thousands of volunteer canvassers of all denominations from coast to coast. They will also be used by associate Wells Companies in the United States, England, Australia, New Zealand and South Africa.

Said Dwight D. Eisenhower, "The motion picture is now a powerful tool of communication and education. I can personally testify that the use of films in World War II speeded and broadened the training of our troops beyond any precedent."

Since that time company after company has employed the audio-visual lesson learned in the war years to train and inspire their men with custom films which point the way to more effective selling of goods and services.

If your sales force needs new inspiration, new methods, new drive -- give us an opportunity to show you what can be done with a motion picture.

"TAKE ME TO YOUR LEADER"

A letter from a Western Film Council asks us who are Canada's leading film sponsors.

Based on a survey we conducted earlier this year, and using as criterion the number of film prints in active use, we go out on a delicate limb with our list of Canada's largest sponsors; Alcan, Anglican Church, B.C. Electric, Bell Telephone, Canadian Cancer Society, CGE, CIL, CNR, CPR, Imperial Oil, Molson's, Red Cross, Saskatchewan Wheat Pool, Seagram's, Shell Oil, TCA, the Federal Government and the Provincial Governments of British Columbia, Manitoba, Nova Scotia, Ontario and Quebec.

NEW EKTACHROME COMMERCIAL FILM

This new Eastman 16mm camera stock replaces Commercial Kodachrome for professional use. Its increased speed, truer colour rendition and improved definition make it a must for leading producers.

card

The first release of a Canadian production shot on this new stock is our FIGHT FOR FAME, the exciting 25-minute account of the 1958 Canadian Open Golf Championship. Winner was Wes Ellis Jr. of San Antonio, Texas with a 13 under par 267. When you book the film from the House of Seagram for your golf or service club, note the way Ektachrome shows up the green grass and the blue skies -- and the Gold Cup!

GLENN GILBERT JOINS CRAWLEY-McCONNELL LIMITED

A warm welcome to Glenn Gilbert as he joins our associate company which, with the CBC and BBC, have commissioned us to produce the series of 39 half-hour films for world TV based on case histories of the RCMP.

Glenn has had very wide syndication and editorial experience. He has been Editorial Director of Weekend Magazine (Montreal), Vice-President and General Manager of North American Newspaper Alliance (New York) and President of Canada Wide Feature Service. His responsibilities involve syndication and development of new TV film properties.

****

As this is our last Commentary before December 25, all of us at Crawley's wish all of you at your place a Christmas full of wonder and a New Year full of peace.

Faithfully yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. - "Putting Films to Work" is a new 20-page guide to effective use of films by community organizations. It was prepared by the National Committee on Films of the Canadian Association for Adult Education, and published by the National Film Board. If you work in community organizations, ask any Crawley office for a free copy. It's good.

H-105-5

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January twelfth, 1959

THE OLD YEAR

1958 was another busy one. Some mighty interesting sponsored films turned out of this shop -- ATOMIC ENERGY IN CANADA for Atomic Energy of Canada, FIGHT FOR FAME for Seagram's, WATERWAYS AND FLYWAYS OF THE NORTH for Manitoba Department of Industry and Commerce, ST. HELEN'S ISLAND for the City of Montreal, JAMAICA FLAVOUR for Captain Morgan, IT'S UP TO YOU for the Wells Organization, SAFETY OR SLAUGHTER for Industrial Accident Prevention Associations, WINTER CROSSING AT L'ILE AUX COUDRES and FIRST VILLAGE OF IMPORTANCE for the CBC.

Language versions (French or Spanish usually) were produced of RED CARPET (TCA), POLYSAR (Polymer Corporation), MURAL (Imperial Oil), OF SOIL AND LIFE (Massey-Ferguson), CANADA'S CARPET CRAFTSMEN (Harding Carpets).

Variety continued as the outstanding keynote of the business. For instance, valued production customers last year included Alcan, Dupont, General Electric, Ontario Medical Association, Toronto Stock Exchange, Metropolitan Life, C.I.L., Bell Telephone, British Petroleum, Firestone, CNR, Computing Devices of Canada, the Boy Scouts, Central Mortgage & Housing Corporation, British Newfoundland Corporation, Midland Industries, Cortland Line, Consolidated Dennison, Sales Campaigns Limited, and the provincial governments of Manitoba, Nova Scotia and Saskatchewan.

The series production of public service TV filmlets continued to be a busy branch of our business -- for accounts like St. John Ambulance, V.O.N., Central Canada Exhibition Association, Industrial Accident Prevention Associations, Unitarian Service Committee, and the Bank of Canada's huge bond conversion campaign.

It was an election year, you'll remember, and we produced four quarter-hour and three shorter TV films for the Progressive Conservative Association. We enjoyed having the Prime Minister on our stage for several sessions.

Finally, we built a second studio in the Gatineau Hills and launched two filmed series for television. The big RCMP project of 39 half-hour films is well on the way with four of the episodes already in the can.

ONE YEAR ON LOCATION!

A Crawley crew left this week for an unusual and challenging assignment -- they will be on remote location for a whole year!

Project is to produce a series of 13 half-hour television films for the CBC, in both French and English, of the lives of the people who live along the 700 miles of the North Shore of the St. Lawrence, stretching all the way from Quebec City to the Strait of Belle Isle.

Pierre Perrault, Montreal writer who has studied the people of this unique region for many years, will write the stories and work side-by-side with the Producer-Director, Rene Bonniere. Cameraman is Alan Grayston, formerly with CBC in Halifax. Most of the filming will be in synchronized sound, with original recording of folk music and effects on location.

Our pilot film for the series, WINTER CROSSING AT L'ILE AUX COUDRES has already appeared once on the CBC French and English TV networks. The series is being shot in color in anticipation of a wide demand for non-theatrical prints. Series will be completed by April, 1960.

AWARDS, PRIZES, MEDALS, CERTIFICATES

1958 was another year of Awards from national and international film festivals and competitions. Our score of twelve for the year brings our total to a pleasing and even 100! Here are the 1958 recognitions:

HOW TO PLAY HOCKEY	General Mills & Canada Starch	Italian Int'l. Sports Festival
BEAVER DAM	Crawley Films	Venice Int'l. Festival
THE LOON'S NECKLACE	Imperial Oil	Buenos Aires Int'l. Festival
THE LOON'S NECKLACE	Imperial Oil	Locarno Int'l. Festival
GENERATOR 4	Aluminium Ltd.	Canadian Film Awards
CANADIAN WHEAT	Canadian Wheat Board	Canadian Film Awards
EMOTIONAL MATURITY	McGraw-Hill (N.Y.)	Canadian Film Awards
FROM TEN TO TWELVE	Dept. Nat. Health & Welfare	Canadian Film Awards
LEGEND OF THE RAVEN	Imperial Oil	Canadian Film Awards
LEGEND OF THE RAVEN	Imperial Oil	Stratford Int'l. Festival
MONEY MINTERS	International Nickel	Stratford Int'l. Festival
SKY WATCH ON 55°	Bell Telephone	Vancouver Int'l. Festival

TAKE FIVE

The Parliamentary Press Gallery recently visited our new Gatineau Studios, seemed to like what they saw..... to enquiries from actors in embryo from all over Canada re the RCMP series, we can only advise them to register with a theatrical agent..... our two half-hour Shakespearean films for the Canadian Association for Adult Education now available from Canadian Film Institute -- TYRONE GUTHRIE ON TWELFTH NIGHT and MICHAEL LANGHAM ON HAMLET..... there wasn't a single live show among the Neilson Top Ten entries on U.S. TV last month -- every one of the Top Ten was a filmed show..... the William McCauley Choir of Crawley Films just released under the Columbia label a new L.P., CANADIAN FOLK SONGS, with one song from each province -- available through any record store..... one of the best sponsored film catalogues we've seen for a long time is free to organizations from Aluminium Limited, Box 6090, Montreal..... entries for the 11th Annual Canadian Film Awards close February 6 -- particulars from Canadian Film Institute, 142 Sparks Street, Ottawa..... you can make your best impressions on film -- you can get information on where the most effective films are made from

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

4H

Film Producers for Industry, Government, Education, Television

February sixteenth, 1959

FILMS IN EDUCATION
(Thoughts for Education Week, March 1 - 7)

Over 4,000,000 Canadians now at school and more tomorrow! The number of courses doubled! Forty thousand teachers with less than minimum qualifications for permanent certification in the province in which they are teaching!

In the U.S. the problem is the same. Dr. James R. Killian, Presidential aide for the co-ordination of the nation's scientific effort, urges greater use of audio-visual aids: "We in the academic world must get rid of some of our high-hat attitudes about movies and TV as teaching aids. The educators must find ways to use these tools to bring the teacher into effective touch with greatly increased numbers of students."

The use of films in Canadian schools is on the increase. More audio-visual directors are being appointed. The Canadian Audio-Visual Association has been formed. There are 6,000 sound projectors in Canadian schools.

But many educators wish for more films tightly keyed to Canadian curricula. There are two ways to achieve this aim:

1. Departments of Education can take a part of their growing print procurement budget and create a fund for the production of Canadian classroom films. Crawley's, for instance, have made 60 films for leading U.S. educational film distributors like McGraw-Hill, Encyclopaedia Britannica, International Film Bureau, Coronet. All were designed for U.S. education.

2. Canadian industry can logically sponsor many classroom films, as is now being done widely in the U.S. Industry has a grave responsibility to education and far-sighted Canadian industry can influence and help those 4,000,000 Canadians at school by providing effective audio-visual aids to help solve the shortage of qualified teachers.

Some day there must come a break-through in classroom film production for this country. But the need is there now!

U.B.C. TEACHING FILM PRODUCTION

The University of British Columbia has a course in Film Production, besides courses in TV Production, Commercial Writing for TV, Acting for TV, etc. Particulars from this office.

ALASDAIR FRASER ELECTED DIRECTOR

Before taking charge of our Montreal operations eight years ago, Al Fraser directed the Motion Picture Section of C.I.L., headed a unit of the Canadian Army Film Unit in Europe, and was President of his own production company, Fraser Films Limited. We're pleased he has now been elected to our Board of Directors. These Frasers get around!

WE GET LETTERS.....

CANADIAN BROTHERHOOD OF RAILWAY, TRANSPORT
AND GENERAL WORKERS

230 Laurier Ave. W.,
Ottawa 4, Canada.

January 28, 1959

Mr. Graeme Fraser,
Crawley Films Limited,
Ottawa 3, Ontario.

Dear Graeme:

I thought you would like to know that A NEW BEGINNING, our 50th Anniversary film you shot in Vancouver, is being very well received. As far as we are aware, this film is a "first" in Canada, a unique attempt to provide a documentary Convention report to the membership of a Canadian union. Your production of the half-hour film went well, and we are more than pleased with the reception -- and wide distribution -- the film is getting among our members. There are encouraging reactions which indicate the film might also be used by other labour groups for discussion purposes.

For your information, I enclose a set of the material sent to our Locals, in both English and French, regarding introduction and best possible use of the movie.

Yours sincerely,

A.L. Hepworth,
Director, Education Department.

EFFECTIVE FILMS MAKE NEWS

Crawley productions are the subject of recent articles in Time, Variety, Film Media, Canadian Labour, Vision, Canadian Transport, Marketing, Canadian Film Weekly, Business Screen, CBC Times, Men, Weekly Prairie Farmer and Film User, besides many dailies across the country and abroad.

FILM OR LIVE?

"Critics may carp about the dearth of live television shows, but so far as the general public is concerned, it could hardly care less. After sending Pulse, Inc. to pry into 1,000 TV-equipped homes, we were surprised to learn that nearly 82% of televiewers never wondered whether a program was live or filmed. So many people guessed wrong about so many programs, that maybe all the industry polemics regarding live and film is pretty much a waste of time and breath." --Television Age

ADD DEFINITIONS

"A Public Speaker is a man who talks about something he doesn't understand, and you don't understand, but in such a way that you think the confusion is your fault."

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.
TORONTO: 181 Eglinton Ave. E.

H-705-5

CRAWLEY COMMENTARY

MAR 24 1959

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

CANADIAN INDUSTRIES LIMITED

Box 10, Montreal, Quebec.

23rd March 1959.

Mr. J. Alasdair Fraser,
Crawley Films Limited,
Montreal, Quebec.

Dear Alasdair:

For some time, as you know, we have had a standing committee in the company which considers ways and means of communicating with employees. This committee includes the managers and some other members of the employee relations, advertising and public relations departments. High on the list of subjects discussed by this committee during 1958 was the further merchandising of the annual President's Address, normally heard by about 1,000 employees, to all 7,500 employees across the company.

The special "state of the nation" nature of this address, of course makes it unique among the opportunities available for communicating to employees. During the course of our discussions the committee agreed that the strongest method of capitalizing on this opportunity was to create a 30-minute film of the President's speech with film sequences designed to illustrate his key points.

When we started in on actual planning, we modified the approach in a number of ways. We decided to suggest that other senior officials appear in the film so that employees had an opportunity to see and hear all six employees who are directors of the company.

Besides the important factor of introducing these officers, who would report briefly on their principal interests, we expected the film to carry a full payload of information about the company and underline the current drives for economy, efficiency and quality.

As so often happens, by the time we had resolved our position for this undertaking, the period available for production was awkwardly short. We turned to you people at Crawley Films who would be able to provide the experience, facilities and large staff required to complete such an important film in an extremely short time.

The film was officially "premiered" on January 13th before 500 employees at the company's annual dinner. Since that time prints in French and English have been shown to the staffs at our various plants and sales offices across the country. Almost all the

7,500 employees had seen the film by the end of February, and the response, from all sources, has been enthusiastic. This unique program has done a great deal to explain the company's policies and current problems and contributes to a better esprit de corps.

Sincerely yours,

Monty Berger,
Public Relations Manager.

Thank you, Monty Berger! We're pleased with the results of this program, and proud that we are geared to live up to the trust placed in us by an old customer (this is our eleventh production for C-I-L).

Delivery of a 30-minute sound film in 29 days (only 18 official working days) is somewhat of a record in Canadian film making. This was the Schedule:

December 15 -	The five Vice-Presidents came to Ottawa for the sync sound production of their sequences on our stage.
December 22 -	Further sequences shot at C-I-L Laboratories at Beloeil.
January 3 -	Mr. Allen, the President, two days after his arrival in Canada, faced our cameras in Ottawa with questioner Fred Davis. Following the shooting he viewed a rough-cut of the rest of the film and final editing began.
January 7 -	Mr. Berger saw the film in an almost fine-cut stage.
January 8 -	Last minute changes made
January 9 -	Sound mix completed
January 10,11	Negative cutting, timing and processing
January 12 -	Film printed, processed and checked. The print was not ready for the regular TCA flight, so we chartered a special plane to fly the C-I-L representative and print to Montreal. He was rushed to the airport in a convoy of two cars (the extra in case the first was stopped for speeding). Clutching his print he boarded the Cessna at 1.45 p.m., arrived in Montreal at 2.35, was met by our Montreal Manager and rushed to his head office just in time to toss the print to the projectionist for the 3.15 screening.

The post-production study revealed that no less than 45 Crawley staff members worked on this half-hour film which was completed just nine days after the final shooting. Director Edmund Reid, cameramen, lighting crew, editors, writers, sound engineers, set designer, carpenters, lab technicians and others put in a combined total of 865 hours during that hectic period. The effective results certainly seem to have warranted all this creative effort.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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TORONTO: 181 Eglinton Ave. E.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

April twenty-seventh, 1959

THE NEXT TWENTY YEARS

Twenty years ago today Budge and Judy Crawley, having just won the Hiram Percy Maxim Award in New York for producing the best amateur film made in the world that year, turned professional and founded Crawley Films.

Over these two decades, Crawley's have grown from a staff of two to a staff of 150 -- from an attic to 42,000 square feet with a 40-acre studio lot -- from one movie camera to fourteen. And over those years have come our own modern laboratory, animation studio, 375,000 watts of lighting equipment, Canada's finest sound department, over $7 million of sponsored production.

During those years more than 1,000 pictures have been produced for companies and associations in every province and abroad. Crews have sallied forth to a dozen countries and 75 of our films have been for foreign sponsors.

It is perhaps interesting to note that 82% of all our motion pictures have been in colour, that 24% have been French language. The average motion picture ran 19.2 minutes.

The other day a new staffer said that he would like to systematically screen everything we have ever produced. Did a little figuring and shook him by saying that if he regularly screened for an hour every working day it would take him about 15 months. And that, my friend, adds up to a lot of experience!

Looking back ten years, we find there were only 33 on our staff at that time. And we're happy that 15 of them are still with us. Here are the 15 ten-year-and-over veterans in order of their joining dates:

President	F. R. Crawley
Script Editor	Judith Crawley
Chief Engineer	Rod Sparks
Film Editor	Wanda Nowakowska
Production Supervisor	Tom Glynn
Vice Prexy	Graeme Fraser
Producer-Director	George Gorman
Producer-Director	Peter Cock
Equipment Sales Manager	Earl Valley
Chief Cameraman	Stanley Brede
Building Superintendent	Ignacy Prezyna
Producers' Services Manager	Sally MacDonald
Office Manager	Alex Murray
Director of Music	William McCauley

And the next decade -- what will it bring?

Film production, Canada's fastest-growing medium of information (more than tripled in five years) will continue to multiply. More and more companies and associations will turn to film for advertising, public relations, training, employee indoctrination. Canada will become a major production centre for TV film series. Education will keep swinging to film as a partial answer to the continuing shortage of qualified teachers. More companies will become patrons of education by sponsoring classroom films. Sound films and projectors in 8mm will be available for salesmen and for classrooms. Most TV commercials and some types of TV and sponsored films will be produced on the new Video tape. The N.F.B. will place a reasonable proportion of their production with private companies.

And life will be busy, and exciting, and the variety of our assignments will continue to increase. And Quality will continue to be the basis of our next twenty years.

DOES YOUR KIDDIE HAVE A BIKE?

Just released, with the cooperation of Raleigh Bicycles, is SAFE BICYCLING, a 13-minute 16mm sound colour film which explains dramatically the ten commandments of bicycle safety and makes it fun for youngsters to learn to ride carefully.

Traffic conditions for youngsters on bikes are different than the ones we faced, Dad. And the film points out that boys and girls who learn safe bicycling are getting the best possible training for eventually driving an automobile.

This is a good film on a vital subject. Please think about it. Schools, safety councils, service clubs, youth groups and film libraries are purchasing prints from us at $135. U.S. distribution by International Film Bureau, Chicago.

R.C.M.P. COMMISSIONER CHARLES RIVETT-CARNAC

Sincere congratulations to Charles Rivett-Carnac on his appointment as Commissioner of the Royal Canadian Mounted Police. Since his retirement at the first of the year he had been on our full-time staff as technical advisor on our R.C.M.P. Television film series.

SUMMER VACATION

Staff holidays extending through summer months can seriously disrupt the services offered by a busy company. Therefore there will be a complete shut-down of all studio and laboratory services for the two weeks' period of July 20th to August 3rd. While we regret any temporary inconvenience this may cause any customer, we know you will appreciate our desire to maintain all our services at other times.

See you at the beach!

TAKE FIVE

You are only young once but if you work it right once is enough ..... copies of "The Film Prayer" are available to Canadian libraries to paste inside film cans and help impress projectionists with the need for film care ..... Ivor Lomas tells me that the seven Department Heads of our Lab here have over a century of Lab experience -- combined that is ..... the Association of Motion Picture Producers and Laboratories of Canada now has sixty member companies -- address is 77 York Street, Toronto, Frank Young Secretary-Treasurer ..... potent advantage of film medium is its virtually 100% readership ..... the Christian Herald reports that 120,800 U.S. Protestant Churches now own 125,000 projectors ..... "A producer is known by the companies he keeps" -- 33 of our customers now have anywhere from five to thirty-five Crawley films apiece! ..... Until next month then -

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-105-5

JUN 2 1959

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June first, 1959.

FILM AWARDS -- DO THEY PAY OFF IN AUDIENCES?

An Academy Award is one of the greatest audience-boosting selling points a Hollywood film can enjoy. Now comes evidence that awards also produce substantial increases in the audiences for sponsored films.

In a study conducted by MODERN among 623 organizations, 77% noted that an award or other recognition would encourage them to book one film rather than another film not so honoured.

The study implies that, while awards build audiences, they are not exploited to the full by sponsors. If your film has won an award, medal, honour, or other recognition, don't be bashful about it. But remember also that some of the most popular films now in distribution have never won an award.

All of which conveniently reminds us that our LEGEND OF THE RAVEN, sponsored by Imperial Oil, has just won a First Prize Blue Ribbon Award at the American Film Assembly held in New York.

And our MARRIAGE AND FAMILY LIVING film series, produced for McGraw-Hill, has just been selected by the National Board of Audio-Visual Directors of the United States as "One of the Ten Best Educational Films of the Year". A representative of the Canadian Consul General in New York graciously accepted for us. This is our tenth production to place among the United States' "Ten Best" in the past ten years.

See how easy it was to say it -- even for bashful folk like us?

THE SECRET OF LONG-LIVED FILMS

Film Media, in a recent U.S. study, points out that some sponsored films have reached phenominal audiences through community school and television showings over a ten to fifteen year period. Examples of total audiences to date:

HOW TO CATCH A COLD (Kleenex)	170,000,000
THE KING WHO CAME TO BREAKFAST (National Biscuit Company)	75,000,000
MEAT AND ROMANCE (National Live Stock Board)	50,000,000
WASHINGTON, SHRINE OF AMERICAN PATRIOTISM (Baltimore & Ohio Railroad)	50,000,000
THE MAKING OF FINE CHINA (Lenox China Company)	30,000,000

Film Media concludes that a cinematic Methuselah has five common characteristics --

1. It is dedicated to the viewer's self interest -- tries to answer an audience need as well as a corporate one,
2. It entertains as well as informs,
3. It is intensively promoted,
4. It is available in a sufficient number of prints (potential audiences lose interest if they have to wait too long for the film), and
5. It is not arbitrarily retired on a calendar basis, but is kept circulating as long as audiences indicate they want to see it.

ANY MORE SOURCES FOR FREE FILMS?

Back in '52 we put together our first "Directory of Sources of Free 16mm Sponsored Films in Canada". Since then we have amended and reprinted five times, filled requests for an amazing 63,000 copies. This meeting-place of hundreds of film sponsors and many thousands of film-using groups has been a potent force in the rapid growth of the film medium across Canada.

Our last edition (December 1957) listed 295 different sources. Now gathering information for our next. If your organization has free films for the public, be sure to send the information soon. No charge for a listing -- no charge for the directories -- just a Crawley service!

STARS IN YOUR EYES

We're fortunate to have available so many fine actors and actresses to play in Canadian films. Here are some who have appeared on our stages this year -- just for fun, how many do you know?

Amanda Allarie (Mamma Plouffe), Joe Austin, Sheila Billing, Henri Bergeron, Katherine Blake, Lloyd Bochner, Robert Christie, Jack Creley, Fred Davis, James Doohan, John Drainie, Norman Etlinger, Don Francks, Bruno Gerussi, Lynne Gorman, Ann Helm, Eric House, Frances Hyland, Michael Kane, Ed McNamara, Bill Needles, Gilles Pelletier, John Perkins, Douglas Rain, Toby Robbins, Aileen Seaton, Ruth Springford, Pierre Valcour (Guillaume Plouffe), Murray Westgate, Helene Winston.

Speaking of cast, nine Eskimos were brought back to the studios for a week after a recent R.C.M.P. series location trip to Great Whale River on the shores of Hudson Bay. We found that one of them had already appeared in Bell Telephone's SKY WATCH ON 55°, our story of the building of the Mid-Canada Line. Small world isn't it?

WHO IS CHARLES EVERETT?

Background: London University; Canadian Olympic Track Team; Group Manager and Buyer, T. Eaton Co. after service in London, Paris, Rome, Berlin and New York; District Manager, Imperial Oil; Production Manager, R. L. Crain Ltd; Hobby is Education -- Board of Governors of Carleton University, Ottawa Collegiate Board, Kiwanis International Committee on Education, etc.

This extensive background of experience fits him well to be Crawley's new Director of Administration and also a Director of this Company.

TAKE FIVE

Seven-man crew headed by Edmund Reid and Lister Sinclair just returned from a stimulating 33-day safari shooting our latest C.B.R.E. film in Sydney, Port Aux Basques, Moncton, Montreal, Melville, Vancouver and Toronto .... Canadian Film Awards presentations slated for Toronto June 5 .... Assistant Lab Manager Bill O'Farrell deeply hurt when omitted from last month's listing of those who have been with us for over ten years .... proud to find ourselves the only people shooting in colour from the D'IBERVILLE during her historic trip as the first vessel to officially open the Seaway .... Dominion Stores Homemaker Film Library now moving into high gear .... Federation of Canadian Advertising and Sales Clubs conventioneering in Windsor June 12 - 14 .... Pierre Berton credited with writing the greatest headline of all time, "IS YOUR CHILD'S DOG A SEX MANIAC?" .... and the businessman's answer to "Show me!" is a Crawley film.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

AUG 18

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August seventeenth, 1959.

WORLD'S BIGGEST EMPLOYER SPEAKS:

"Employing a total staff of 800,000 and with every man, woman or child in the British Isles an actual or potential customer, the British Transport Commission must use the most modern methods in communicating their ideas both inside and outside their undertakings. The film, with its direct appeal through eye and ear to the mind and the emotions, is a most persuasive means of approaching public and staff.

I regard the film as a practical tool which must be fashioned to meet the purpose for which it is intended, whether this purpose be to sell our services, to develop and teach new technical methods, or to tell our own staff what we wish them to know. We are glad to have won a number of awards with our films but we are even more concerned to know that they will impress the particular audiences at which we aim."

--Brian H. Robertson,
Chairman, British Transport Commission.

THEY COME BACK -- AND BACK

One of the satisfying aspects of this business is the way you get to know your customers - their aims, ambitions, corporate structures, internal problems.

For instance, back in 1950, we made our first film for McGraw-Hill of New York. Since that time we've produced 34 more for them, an average of four per year.

Here are some other old and valued customers (note the variety!) with the number of productions over the years.

Since 1945 - 9 for the Province of Manitoba
Since 1946 - 26 for the Department of National Health and Welfare
Since 1948 - 18 for Imperial Oil
Since 1948 - 11 for Bell Telephone
Since 1948 - 11 for Molson's
Since 1949 - 26 for the International Film Bureau of Chicago
Since 1949 - 12 for the House of Seagram
Since 1949 - 8 for Trans-Canada Air Lines
Since 1950 - 11 for Canadian Industries Limited
Since 1951 - 21 for Aluminium Limited and associated companies

And at this writing (what a phrase!) there are new films in work for four of these organizations. Suggest you weigh the advantages of selecting a long-term producer, taking him into your confidence, getting to know him and his people and facilities -- and him getting to know you! Your films will receive understanding treatment over many years to come.

If you have a story to tell -- a corporate image to build -- a market to reach -- a product to sell -- put us on the job!

20 Years of Quality

RIETY THE KEY NOTE

Four films from Crawley's were honored this year by Canadian Film Awards. And just look at the variety!

The Award of Merit for Sales and Promotion Films "for a bright, lively and entertaining film that achieves its purpose". BEAUTY TO LIVE WITH for Sherwin-Williams shows a new method of choosing and matching colors. Interesting to all home owners but particularly useful to paint dealers for customer promotion.

The Award of Merit for Public Relations Films "for excellence of script and photography in a film that emphasizes the place of study in university life". SASKATCHEWAN OUR UNIVERSITY for the University of Saskatchewan is used throughout the Province and beyond, with screenings before alumni groups, service clubs and television.

The Award of Merit for Television Films "for an outstanding example of film making for television audiences". WINTER CROSSING AT L'ILE AUX COUDRES for the CBC was the pilot of a thirteen-week half-hour TV film series on peoples of the North Shore of the St. Lawrence. A Crawley crew has been there on location for nearly a year. Series will be in both French and English.

The Award of Merit for Theatrical Shorts "for excellent animation in a colorful and well-photographed film". MONEY MINTERS for International Nickel has had wide distribution in Canadian theatres from coast to coast, is now being used non-theatrically in Canada and abroad.

"ATOMIC ENERGY IN CANADA"

Produced for Atomic Energy of Canada Limited, here is another film you really ought to see.

It's an introduction to the atomic age of the not-too-distant future, being ushered in by scientists and physicists of the Chalk River atomic research centre. Here men and women work with elaborate precaution to explore the properties and potentials of this great dynamic force that promises new horizons for mankind.

Centered around atomic reactors NRX and NRU, the film explains the fundamentals of atomic research, the principle of nuclear fission, and new explorations in industry, medicine and agriculture. Runs 28 minutes, in 16mm color, available for your program from Atomic Energy of Canada or National Film Board.

CANADA'S CENTENARY

It is not too early for forward-looking sponsors of educational, informational and public relations films to think of what they will have for the public, at home and abroad, by 1967.

TAKE FIVE

Watch for our R.C.M.P. series on the CBC-TV network this fall Wednesdays at eight ..... don't hide your light under a bushel -- but don't remove the bushel unless you have the light ... our little Dope Capsules last month resulted in a surprising number of letters asking for more -- we have some if you want some ..... heard about the TV station which ran a Western backwards and the Indians won? ..... five per cent of Canadian families own a movie camera ..... Canadian Film Institute, 1762 Carling Avenue, Ottawa, has a new list of films on Public Relations ..... Canada's fifty-two TV stations cover eighty per cent of our households ..... one movie technician has finally come up with an answer to the most frequent question spectators ask of members of the crew, "Tell me, why do they take the same scene over and over again?" Says the technician, dead pan, "Lady, have you considered how many theatres there are in this country?" ..... hope you are taking some relaxing holidays this summer -- may be later than you think!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

H-105-5

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October fifth, 1959

FILM SPONSORS AND VIDEO TAPE

Been getting enquiries about the "Tape Revolution" and what it means to sponsors. 'Tis a fool-hardy man who prognostigates about the technological advances of the 1960's, which will probably show the greatest advances of any decade in the world's history. But fools rush in where even theatrical angels fear to tread, and here are our convictions -- (we also have inside information on this year's Grey Cup winner.)

Sponsored Films - It will many years, if ever, before tape can match the capacities of film in editing, animation, optical effects, depth of lighting, multiple sound tracks, color on location. Moreover Canada and the United States have a vast network of 6000 busy film libraries and this year will spend close to three hundred millions on non-theatrical films alone. There are more than 600,000 16mm sound motion picture projectors, one for every 300 persons in Canada and the United States. Even if tape is able to overcome its technological and creative problems, it would take many many years to overthrow film.

TV Series - There are already 39 taped network TV shows, and the simpler panel, quiz and news shows will employ tape for its acknowledged economy and immediacy. Most drama, adventure, mystery, westerns, northerns, easterns, and southerns will, for the foreseeable future, continue to employ film.

TV Commercials - Many simpler commercials of the demonstration or pitchman type should and will be made on tape. But video tape grosses in commercials are largely billings the film producers never had to begin with: live network commercials.

Summing up, production on video tape will have most impact on TV commercials, some on TV series, little on sponsored films. Tape really is live production, with all the advantages and disadvantages of live versus film. Do you agree?

EXPERIENCE

It's only thirty years since the development of the talking picture (remember Al Jolson?) and Crawley's have been making talking pictures for twenty.

As our 25 senior personnel -- executives, producers, department heads -- look back on their average ten years with this Canadian Company, we seem to have been surrounded with steady progress. Out of those twenty years have come close to 1000 pictures plus hundreds of commercials and smaller assignments -- shooting, recording, editing, etc.

This experience has been broadened through the development of a healthy export market. No less than seventy of our films have been for U.S. sponsors, and a number of others have been for British. The boys get around -- Crawley crews have shot industrial films in the United States, England, France, Sweden, Brazil, British Guiana, Columbia, Jamaica, Trinidad and the Arctic. And there is no major area in our ten provinces which has not felt the indent of our camera tripods.

The films have been for Companies (hundreds of them, all kinds, very small, medium and large economy), Trade Associations and Institutions (sixty, all different), Government (all ten provincial governments, plus a dozen federal departments and seventeen crown companies and agencies).

In an age of specialization, because of our long experience and large volume, we have specialized in many different types of films -- public relations, sales promotion, travel promotion, industrial development, safety, staff training, education, television.

To mint a bright new phrase -- there's no substitute for experience. And thanks to Canada's remarkable progress in communications, executives are just as close to you as Bell Tel, the Post Office, TCA or CNR (to take four old and valued customers) can bring us. Crawley's experience can save you money as we make you money. As a British customer said last week, "makes you think, y'know!"

HERO OF FILM IS BUILDING SUPERINTENDENT

Keeping today's large buildings clean is a job that calls for many talents. This is the theme of a new film produced for Dustbane Associated Companies. The Building Superintendent must be a "superman" with not only knowledge of building maintenance but public relations, office rentals, quality control, marketing research, time studies and personnel methods analysis.

Entitled THE FANTASTIC SUPER, the film shows how the building superintendent plays a key role in the protection of a company's investment in office and plant. Modern equipment and modern methods have revolutionized his job and given him executive status.

Running 18 minutes in sound and color, this 16mm motion picture is made for showing to executives, employees and supervisory staff. Available for free showing in French and English to interested groups, the film can be ordered through the nearest Dustbane branch.

CANADIAN RAILWAY THEATRE LOGS MILLION MILES

A movie theatre on wheels is being used to promote forest and wildlife conservation. The theatre is part of a self-contained Canadian National Railways' coach which has been turned over to the Canadian Forestry Association. The coach contains living quarters, heating and electrical systems, a projection room and 78-seat auditorium.

To date the coach has logged nearly 1,000,000 miles in Canada in an ambitious move to preach conservation in areas inaccessible by road.

TAKE FIVE

OUTLAWS LOOK OUT! Bad guys of the West and the East had better wear their guns slung loose at 8.00 p.m. October 28th, when the CBC national network introduces the first of our television series, "R.C.M.P." ..... THE C.A. IN CANADA, just completed by our Peter Cock for National Cash Register, was premiered before over one thousand Chartered Accountants at their national conference in Vancouver September 14th ..... so great is our volume for TV that we have made arrangements through the local TV station for a regular weekly ninety minutes of closed circuit TV to ensure optimum print quality ..... it was a privilege to deliver a paper to the World Medical Association this month on "The Use of Motion Pictures in Medicine" ..... seventy per cent of the prime evening schedules on U.S. TV networks consists of TV films ..... Judith Crawley with cameraman Chris Chapman had a week-long scripting and shooting tour of the Arctic as members of the plane party of Hon. George Hees, Minister of Transport ..... on its way to appear in our BRIGHT CENTURY for Stelco, an automobile was stopped for speeding -- said the proud owner as he patted the steaming flank of his spry 1909 Ford, "Forty miles an hour, and I've a policeman to prove it!"

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

November ninth, 1959

NOV 12 1959

"RCMP" ON THE AIR

It's RCMP-TV Wednesdays at eight on the CBC English network -- Tuesdays at eight on the CBC French network. For 39 weeks, perhaps longer, the story of the three-man detachment at Shamattawa will occupy your screen.

Starring Gilles Pelletier, (French Canada's top actor), Broadway's John Perkins, Don Francks and a host of the best Canadian actors and actresses, this series was produced by Harry Horner (Gunsmoke, Four-Star Theatre, Omnibus) and Barney Girard (Medic, You Are There, Playhouse 90) and directed by George Gorman, Don Haldane, Paul Almond, Fergus McDonell.

Produced under a unique contract with the CBC, the BBC and Crawley McConnell Ltd., the series is sponsored on both the French and English networks by Warner-Lambert and General Steel Wares, has already been sold to the Australian Broadcasting Corporation and is being handled in the U.S. by the William Morris Agency, abroad by Freemantle International.

During the writing and filming of each episode we have had the most complete understanding and cooperation of the Force. While respecting their traditions and customs, the series is full of real entertainment and excitement. A great deal of blood, sweat, tears and fun have been poured into these films. We are confident you will enjoy them and will appreciate hearing your reactions.

DBS SPEAKS!

Canadians last year produced 1009 motion pictures, plus 4131 other film items -- commercials, trailers, newsclips, filmstrips -- according to the just-published Annual Report on Motion Picture Production.

Forty per cent of all the non-theatrical sound films (other than TV) were made by guess what studio.

Canadian laboratories last year printed over 53 million feet of 16mm and over 24 million feet of 35mm. If carefully spliced together by a good editor, these prints would stretch from Halifax to Vancouver six times!

THE MUSIC GOES ROUND AND ROUND

Jean Shannon of our Music Department mentioned that, for various films in production, she has recently planned music sequences to cover catching lobsters, dropping blood, canning apple juice, shooting geese, mopping floors, hogs, poultry and a limping dog!

FAVOURITE SPACE STORY

"Are you brown from the sun"?
"Yes".
"Welcome! I'm Jones from the earth".

CANADA USES SALES FILMS ABROAD

The federal government is impressed with sponsored motion pictures as an international marketing medium. At the request of the Deputy Minister of the Department of Trade and Commerce, we have just entertained for a full day a dozen trade officers in training.

They screened some of our typical marketing films, toured the studios and thoroughly discussed the medium. When they are posted soon, each will find their office equipped with a projector and a library of films from companies interested in the world market place. More sponsors should take advantage of this service!

Should say too that we were most impressed with the calibre of the men who are going out to sell Canada's goods and services abroad.

EXPORT

In addition to our many complete films for sponsors, we often are asked to produce the Canadian sections of films being made abroad. Here are two recent examples, the first from the United Nations, the second from the United Kingdom.

Maclean's Magazine says that "POWER AMONG MEN is a superb documentary about mankind's hopes of preserving civilization despite the growing hazards of the Hydrogen Age. It was produced for the United Nations by Thorold Dickinson, and one of its best sequences shows the development of multi-tongued democracy around the mammoth hydro-electric power station at Kitimat".

Industrial Screen says that "NEW LIGHT ON NIAGARA produced by General Electric Corporation is a film which should do much to enhance British industrial prestige. It presents its points clearly and will prove of interest to a wide audience".

The Kitimat and Niagara portions were both produced by Crawley's.

COMMERCIAL TV SWEEPING WORLD

Nine years ago only four countries had commercial television -- now stations in 31 countries serve an audience of 240 millions. In the next five years the total audience is likely to grow to more than 360 millions, one-fifth of the anticipated population of the non-Communist world.

TAKE FIVE

It's hockey time again and our famous series of eight films on HOW TO PLAY HOCKEY now being distributed outside of Canada by the International Film Bureau ..... Canada remained the principal world market for U.S. motion picture film and equipment accounting for 21.4% of total exports in 1958 ..... still have a few copies left of the booklet, "Putting Films to Work" if you'd like one ..... CBC figures that six million Canadians saw the Queen open the Seaway ..... no less than six people chided us on our spelling of prognosticate in last issue -- sorry, no more misteaks -- from now on accuracy is the watchrowd!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

JAN. 18. 1960

H-105-5

OTTAWA: 19 Fairmont Ave. • [redacted] • MONTREAL: 1467 Mansfield St.
TORONTO: 181 Eglinton Ave. E.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January eighteenth, 1960.

JAN 20 1960

INTO THE SIXTIES!

Last year was the busiest in our 21-year history. Using the launching pad of our studios at Old Chelsea, Quebec, we shot 39 R.C.M.P. TV films, plus 13 TV films for CBC on "Peoples of the North Shore".

As big a step forward was the record of interesting, effective sponsored motion pictures which left our studios during '59.

There was IT'S PEOPLE THAT COUNT, for the Canadian Brotherhood of Railway, Transport & General Workers - Canada's first film on a labour union. There was THE C.A. IN CANADA (National Cash), PRESSURE GOLF (Seagram's), CIL TODAY (Canadian Industries Limited), THE FANTASTIC SUPER (Dustbane), MANITOBA TRAILS (Province of Manitoba), SAFE BICYCLING (Raleigh), CRAFTSMEN OF CANADA (B-A Oil), THE FIFTH INGREDIENT (Molson's), THE MIGHTY RIVER (Canadian General Electric), MINE IN THE VALLEY (Pickands-Mather of Cleveland), SHOULD YOU DRINK? (McGraw-Hill of New York), NATURAL GAS GOES EAST (Trans-Canada Pipe Lines).

Variety continued to be the keynote, with jobs completed for CNR and CPR, Shell and BP, CIL and Dupont, Alcan and Steep Rock Iron, the CBC and the RCAF, Odeon and IBM, Ontario Pulp & Paper Makers and Anglo-Paper Products, Pure Spring and Sifto Salt, Northern Electric and the Foundation Company, St. Francis Xavier University and the Canadian Medical Association, the Provincial Governments of Manitoba, Nova Scotia, Saskatchewan.

Graphic Films, our quality laboratory (in addition to processing the 35mm negative, workprints and 16mm release prints for R.C.M.P. plus all our own sponsored program) is now processing and printing for more "outside" producers than ever before.

As a method of insuring irreplaceable originals, most clients are now using colour masters. Recent comparative tests between prints from our masters and prints from 16mm internegative have convinced us that for definition and quality the Koda master has a decided edge.

Visual communications will continue to accelerate rapidly in the 1960's -- like Alice, we're all going to have to run to stand still. But we're off and we're running!

ALAN JARVIS WORKING WITH CRAWLEY'S

For the last five years Director of the National Gallery, and presently Editor of Canadian Art, Alan Jarvis is now writing scripts and developing programs with us.

Experienced in films (Executive Director of Pilgrim Films in the U.K. for three years), drama (Chairman of the Board of the Group Theatre in London and Founder-Director of the Mermaid Theatre), education (Toronto University, Rhodes scholar at Oxford, fellowship at N.Y.U.), and industry (Secretary to Sir Stafford Cripps, Industrial Design Council), Alan Jarvis will be available for a limited number of sponsored motion pictures and television projects. His first major assignment with us is for Union Carbide.

ONLY THE RIBBONS WERE BLUE

Last year our films received a number of distinguished awards, bringing our total for the 1950's up to a unique 110.

There was the First Prize Gold Plaque for ATOMIC ENERGY IN CANADA from the International Fair on Radio, Electronics, Tele-communications and Nuclear Energy in Rome; there was the Blue Ribbon First from the big American Film Assembly for Imperial Oil's LEGEND OF THE RAVEN, others from Brussels, Vancouver, Yorkton. Our MARRIAGE AND FAMILY LIVING FILM SERIES for McGraw-Hill won an Award of Merit as "One of the Ten Best Educational Productions of the Year in the United States". This is the tenth time we've placed among the U.S.A.'s Ten Best.

And finally (and most prized of all) were four top citations from Canadian Film Awards for MONEY MINTERS (International Nickel), BEAUTY TO LIVE WITH (Sherwin-Williams), SASKATCHEWAN OUR UNIVERSITY (University of Saskatchewan) and WINTER CROSSING AT L'ILE AUX COUDRES (CBC).

FIVE GOLDEN RULES FOR SPONSORS

1. The sponsor must know what he wants to say;
2. He must know to whom he wants to say it;
3. He must be certain his film is going to be seen;
4. He must give a clear brief to the producer;
5. Having done this, he must leave the job to the expert.

--Lord Monckton,
former Minister of the Crown and Chairman of the Midland Bank.

MOTION PICTURES? YOU MUST HAVE THE WRONG NUMBER!

When gathering information for listings in our new catalogue of Free Films (out next month), we were amazed to find how many switchboard girls did not realize their company had films to loan. Even more did not know to whom they should refer the inquiry.

For the sake of would-be film borrowers and customers, please be sure your operators and receptionists know precisely what to do about film enquiries.

TEN-SECOND SPOTS

F. R. Crawley heads a four-man camera and sound crew during February for a week each in Jamaica, Panama, Venezuela and Puerto Rico, (No, it's business).....TV Guide reports an Iowan who can't watch TV Westerns because the skunk living under his house reacts strongly to gunplay -- you can't be too careful about audience composition.....the new regulation of the Board of Broadcast Governors that Canadian TV programming must be at least 45% Canadian in fifteen months and 55% Canadian in twenty-seven months will of course greatly increase Canadian TV film production and utilization, and is wonderful news to sponsors of P.R. films.....best TV length for a sponsored film in the U.S. is 25½ to 28½ minutes.....Director of Music Bill McCauley honored when his composition was selected for the U.N. broadcast, "Music of the Western Hemisphere" -- it's to be recorded on the Mercury label too.....R.C.M.P. achieving a national rating of 33.3% which means 920,000 TV homes or 2,750,000 weekly viewers in Canada alone -- an awe-inspiring thought for a producer!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

H-105-5

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February twenty-second, 1960

THE SMELLIES COME TO CANADA

Ever since Huxley's "Brave New World" suggested movies accompanied by smell as well as sound, it's been interesting to speculate on just when the Olfactory Dream Factory would become a reality. Now they've done it!

Jean Shannon of our Music Department, a gal with a nose for new developments, has called our attention to the fact that noses as well as eyes and ears are to be titillated by "Todd-Aroma", a new device that may at any moment burst into our living-rooms as "Smell-o-Vision". Frankly, the thing has tremendous potential. Olfactory Technicians must be found and a stock-smell library built up. Synchronous-sound-recording, known as "Sync-Sound", will change to "Stync-Sound". Education will use Audio-Visual-Nasal Aids. And there will be problems.

Pity the poor director as the wind suddenly swings over from a nearby glue factory to his scene of lovers in a rose arbor. Or the producer, interlocking his film in the Studio:

PRODUCER: That entrance to the Boarding House didn't smell authentic to me!

ODOREDITOR: Sorry, Boss! It's the best Irish Stew I could get.

PRODUCER: Irish Stew! I said Goulash. Have you no sense of the exotic?

ODOREDITOR: Well, gee, Boss - How about I add some 5¢ cigar smoke? Or boiled cabbage?

PRODUCER: Cabbage has been overdone, and cigars are better for hotel lobbies. Try rubbers and wet overcoats.

ODOREDITOR: Gotcha!

PRODUCER: Hold it! I smelled something wrong there in the downtown traffic scene. What was that?

ODOREDITOR: Darn those guys! We're using the old tracks from "Nature Boy" on accounta the low budget, and they forgot to erase the skunk scene.

PRODUCER: Well, okay. But change it. And another thing. We can't take a chance on anaesthetizing the audience in that operating room scene. How about some music instead of that ether? It's a sacrifice, but what can we do?

ODOREDITOR: Gee, Boss -- what a nose! No wonder you're a producer. What - a - nose!

And if the smellies do come to television, we're going to have trouble with close-ups of those horses!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. If an article on Crawley's (reprinted from the excellent Canadian Industrial Photography) has been inadvertently enclosed, we hope you'll read it.

Reprinted from
CANADIAN INDUSTRIAL PHOTOGRAPHY
January, 1960

Crawley's and the sponsored film

Here's the story behind Canada's busiest commercial film producer

A still during production of "Atomic Energy in Canada" for Atomic Energy of Canada Ltd.

DEAN WALKER

In 1959 Crawley Films of Ottawa grossed two million dollars.

Fifty competitors across the country grossed less than six million.

How does one company corner 20% of an industry's output?

Canadian Industrial Photography wished Crawley Films Ltd. a happy twenty-first birthday and asked its executives the Secrets of Their Success.

"We started at a good time," volunteered F. R. Crawley, known as Budge. He was a chartered accountant until he made an amateur movie which was judged world's best of 1939 and he and his wife became professionals.

In the war, Crawley Films comprised six people mainly making war training pictures for the NFB. One film—"a real stinker"—cost $700. Government work tapered off in the late forties but the general boom made more industrial work available. Crawley's trained more people and bought more equipment. They had few competitors until TV started the present surge in Canadian film-making.

By 1958, Crawley's had a staff of a hundred and a turnover in sponsored films, filmstrips, TV commercials, CBC work and processing, of $1,000,000. In 1959, they doubled this gross by making one filmed television fiction series.

F. R. "BUDGE" CRAWLEY, president.

GRAEME FRASER, vice-president.

JUDY CRAWLEY, head of script department.

The Ottawa company is now one of the world's major industrial film producers: "There are no General Motors in this business," Crawley explains, "because productions have to be hand-tooled."

The man is a reporter's delight: colorful, aggressive, with endless energy and a non-cliche style of talk, he recently labeled someone a "satellite without an orbit." Ottawa anecdotes have him careening wildly around the country on horseback on below-zero nights, shouting, "Gad, it's wonderful!"

His vice-president and friend since childhood is Graeme Fraser, an opposite type in every way but almost as well known as Crawley. A PR man's PR man, Fraser is past president of two national and three local trade associations and director of ten community groups.

Fraser directs the company's selling, with Bill Kennedy running a Toronto office and Alasdair Fraser in Montreal. Their campaign is hitched to these main points:

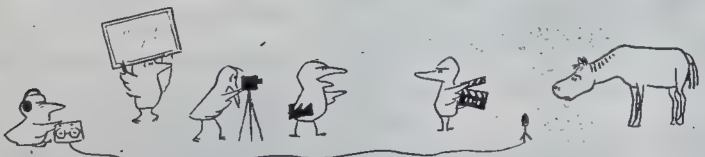
- "Films are effective. Nobody ever walks out of a good sponsored film. But every movie must be tailored to its job. We sell a sponsor what he needs rather than what he wants. We don't like to make 'vanity' films of a president's speech or a plant tour.
- "We make quality films. Dollar for dollar, we offer more on the screen. We have taken back and revised films which the sponsor liked but we didn't feel were completely right.
- "We offer integrated service. We control everything from research to release printing and even have our own animation department, a laboratory and a staff music composer. It'd cost a million dollars to replace all our facilities.
- "We are at home in every film area, from razzle-dazzle advertising to sober education. We know artists and company presidents. Canada is so small we cannot specialize so we try to be all things to all people.
- "We sell an account, not a film. Thirty-four clients have each sponsored 5 to 35 Crawley films. Imperial Oil 18; Aluminium Ltd. companies —21; C-I-L—12; Molson's—11; Seagrams—12; Bell—11."

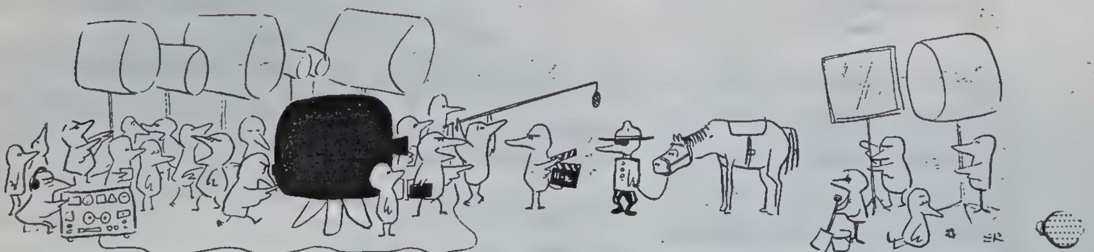
This over-all pitch must work: the Association of Canadian Advertisers has 168 members and 64 are Crawley clients.

On location in Jamaica to shoot "Houses in a Hurry."

With a heavy overhead to carry, Crawleys has been criticized for price

A CHILD'S GUIDE TO MOVIE MAKING


MAKING DOCUMENTARY MOVIES IS INTERESTING WORK. THIS IS A CREW ON LOCATION. THEY ARE TAKING A PICTURE OF A HORSE. THEY HAVE BORROWED THE HORSE...


MAKING FILMS FOR T.V. IS INTERESTING WORK THIS IS A CREW ON LOCATION. THEY ARE TAKING A PICTURE OF A MOUNTIE AND A HORSE. THE MOUNTIE IS AN ACTOR AND THE HORSE IS RENTED. CAN YOU FIND THE HORSE?

"Budge" Crawley takes to the air to film "Meet Manitoba."

cutting in the past. Last year, when it became Canada's first unionized film company, other producers thought this might price Crawleys out of the market. Instead, declares Graeme Fraser, "we have become more organized. We have to plan ahead more because of overtime penalties. What we lost in flexibility, we gained in stability. We are more efficient." During its first union contract negotiations, Crawleys produced Canada's first full-scale union-sponsored motion picture, "It's People That Count," for the Brotherhood of Railway, Transport and General Workers (and Budge Crawley absent-mindedly entered a negotiating session singing the BRTGW's theme song, "Solidarity for Ever").

Crawleys push for the growth of the industry as a whole. "However big it gets, we'll win our share," says the producer confidently. He heads AMPPLC's tariffs committee and is a past president.

"I used to rejoice when a competitor turned out a stinker," Graeme Fraser has said. "Then I learned that every bad film hurts the whole industry. Now I rejoice when a competitor wins an award." Promoting the industry as a whole, Crawley executives have made hundreds of speeches via TV and radio and to 15 Ad & Sales clubs, service clubs in every city and to conventions. Crawley and his wife spoke at the Museum of Modern Art in New York and to a foreign diplomats' luncheon in Washington.

More Canadian sponsors will make more films in future, the executives are sure, because television has provided a spectacular outlet (some films play every private Canadian TV station) and also educated industrialists and the public to the values and impact of the talking motion picture.

The company lists these trends in industrial film-making in Canada:

Sponsors now know the values and strengths of institutional films. Other media need headlines, and have to hit viewers or readers hard and early, but a film allows soft sell with the audience absorbing your whole message for twenty-odd minutes of attention to the screen.

With a wide audience guaranteed these days, the sponsor concentrates on putting impact into his movies. He'd rather put his money in one worthwhile film than in a dozen half-hearted affairs.

Sponsors are more mature about distribution. They often order prints fifty at a time these days and spend more money and thought on proper film promotion.

Sponsors realize people make pictures and many request a particular director-cameraman team. For example, according to Budge Crawley, "you just cannot beat Peter Cock and Frank Stokes for making exciting plant films. Some sponsors ask for these two specifically."

Because audiences have multiplied true costs of film sponsoring have not risen. A $1,000 film can be expensive, a $100,000 film can be cheap, according to this Crawley formula:

$$\text{true cost of film} = \frac{\text{budget}}{\text{total audience x impact on each viewer}}$$

On this basis, film costs have stayed stable although production budgets have soared.

There are distribution success stories. A letter to Crawleys from Aluminium Limited makes these points:

"Packaged Power was entered in the Canadian Film Awards and won a first award in its class. It subsequently gained distinction at festivals in Britain, France and Belgium. These awards were very good publicity and boosted distribution considerably.

"We have made more than 250 prints of this film in English, French and Portuguese and requests for prints are still coming in.

"The National Film Board, working wtih 49 prints, has already screened it to more than 250,000 people in Canada. The Provincial Government in Quebec and the film library of the Aluminum Company of Canada account for an estimated audience of another 60,000. In the United States 65 prints are either on loan to television stations or distributed by Modern Talking Picture Service. Companies of the Aluminium Limited Group in 25 countries have prints. There are about 40 prints with Canadian Trade Commissioners . . ."

Additionally, "Packaged Power" was screened at Buckingham Palace, at a British Parliamentary reception and at prestige showings in the U. S. and Holland. It had a two-week Montreal theatrical run. 4,500 people saw it at a trade fair. And all this cost Aluminium Limited about $40,000 for production and $60,000 for prints. "This, we believe, compares favorably with the costs of any other form of publicity," the company reported.

"We paid 14 cents for a person's undivided attention to our affairs for thirty-three minutes." Since the letter was written, "Packaged Power" has circulated for five more years.

Crawleys ropes in the prestige sponsors. On the day CIP called to say "Happy Birthday" the company had work under way for these sponsors:

Stelco, Bank of Montreal, CBRT-GW, Clark Foods, Ontario Hog Producers' Association, Carleton University, CBC, Industrial Development Bank, Union Carbide, Alcan, Canadian General Electric, British Petroleum, Seagrams, Hudson's Bay Co., Shell, National Cash Register, Bank of Nova Scotia, Molson's, Dustbane, C-I-L, Central Mortgage and Housing and the Poultry Products' Institute.

For many of these clients, Crawleys can thank Fraser's forte — a careful attention to public relations. His monthly Crawley Commentary is well known to 4,500 advertising agencies, PR houses, sponsor companies, government department and film users. Crawleys has given away some 80,000 copies of its directory of free sponsored film sources. Fraser has a twelve-inch stack of industry facts and statistics to back his sales staff's pitches. Typical subjects: Statistics on Audio-Visual Education in Canada, 16mm Distribution Through 24 Government Agencies and Universities, NFB Distribution of Commercially Sponsored Films.

In 1960, the company starts its second twenty-one years in a stronger position than ever before. The National Film Board may be persuaded to release more Government work to private producers and Crawleys' Ottawa location ensures it will win a good share of this work. The new second TV stations and the tougher BBG regulations offer an even stronger TV outlet for sponsored films. If "R.C.M.P." becomes a complete financial success, it will put the company in a strong bargaining position when setting up future series and theatre features. Their export market in industrials is growing (75 movies for U. S. sponsors completed).

Crawleys has already been around longer and grown bigger than anyone else in this business and success seems to breed success.

The next twenty-one years could see an even greater growth of Crawley Films of Canada than did the last twenty-one.

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-765-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March twenty-eighth, 1960

"What is the use of a book", thought Alice, "without pictures or conversations?"

- Lewis Carroll, ALICE IN WONDERLAND

HERE'S YOUR DIRECTORY!

As a service to Canadian sponsors and to the countless thousands of Canadian organizations who regularly use films, we have brought up-to-date and reprinted our "Directory of Sources of Free 16mm Sponsored Films in Canada".

First published in 1952, we've since filled requests for 65,000 copies, have just printed another 15,000 -- and here's yours. If you need more for your favourite organization, you'll ask, won't you?

B-A's "CRAFTSMEN OF CANADA" VERY POPULAR

Released only a year ago, this 26-minute color picture on Canadian handicrafts has already been seen by over 1,500,000 viewers. This is more than twice the distribution originally expected to see the film over a five-year period!

British American Oil, the sponsor, tells us that the film has proved to be excellent program material, having been shown by no less than 24 television stations. The National Film Board has twenty prints in use across Canada, and other prints have been placed with Canadian embassies and consulates in the United States and Europe, and with certain public libraries, film councils and school boards.

All of which simply proves our current thesis that the distribution of any good Crawley production is limited only by the imagination and effort put into it by the sponsor.

NEIGHBOUR TO THE SOUTH

As in Canada, the sponsored film industry in the United States is expanding rapidly. Five hundred producers make 5400 business films a year for a total bill of $300 million. General Electric alone released 75 new pictures in 1959.

Some industrial pictures are as lavish in treatment as a Hollywood featurette. U.S. Steel recently put $300,000 into RHAPSODY IN STEEL, a 23-minute animated documentary. Coca Cola has just invested $500,000 in WONDERFUL WORLD, a new film shot in 31 countries. Most U.S. sponsored pictures run around 25 minutes and cost $15,000 to $60,000 or more.

Distribution, of course, is the pay-off. You get some idea of the huge non-theatrical audience for sponsored films when you hear that Modern Talking Picture Service, a leading distributor, now uses a list of 181,000 film-using clubs, churches, schools and community groups. The number of sponsored films playing theatres is on the increase too. Ford's films had a U.S. audience last year of 32 million persons, not counting TV.

But those TV stations, 515 of them, are hungry for good sponsored films for sustaining public service programming. There are 45 million TV homes (close to 90% of all homes) tuned in an average of six hours a day. A business film shown over 100 TV stations easily reaches seven million Americans.

Many excellent U.S. sponsored films flow across the traditional "3000 miles of undefended border". Many of them are very useful here. But by actual survey, sponsored films produced in Canada by Canadians for Canadians have a decided edge in effectiveness over films brought in from other countries.

BE GOOD TO YOUR FILMS AND THEY'LL BE GOOD TO YOU

We've spotted a trend (ever see a spotted trend?) for sponsors to order Fibre Shipping Cases with their prints. A couple of dollars thus spent is quickly recovered in the constant operations of packing and shipping.

As a convenience to our customers we stock Fibre Shipping Cases to fit any size film. Your nearest Crawley office for prices.

"THE C.A. IN CANADA"

As a doctor is responsible for the health of people, the Chartered Accountant is responsible for the health of business.

That's the theme of this new 16-minute Crawley picture, sponsored by National Cash Register Company. Producer was Peter Cock. It's in great demand by high schools and all other groups concerned with careers, and is also being used extensively by service and business clubs.

Prints available through the Canadian Institute of Chartered Accountants, 69 Bloor Street East, Toronto, or any National Cash office.

CRAWLEY COMMENTARY

This issue completes thirteen years of writing this newsletter. Over half a million copies have gone out to executives across Canada and abroad. The warmth and kindness of so many recipients make it a pleasant undertaking. All your replies and comments are most appreciated -- even the letters we deserved in response to last month's article on the Smellies. Please do drop us a line occasionally and tell us if you find the Commentary interesting or useful. What would you like us to write about? Is your copy properly addressed? Who else should receive it? How are you anyway?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. As the boys used to say in the Dirty Thirties, write if you get work!

MAY 2 1960

OTTAWA: 19 Fairmont Ave. • TORONTO: 181 Eglinton Ave. E. • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

MAY 4 1960

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May second, 1960

MAY 4 1960

THE LOWEST BIDDER

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money -- that is all. When you pay too little, you sometimes lose everything, because the product you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot -- it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better."

--John Ruskin, 1819 - 1900

"IT'S PEOPLE THAT COUNT"

Here is a useful promotion leaflet-cum-poster on one of the most interesting films we've ever made. To understand more about unions, screen this new film - Canada's first motion picture of a national union.

It's available without charge through the Canadian Film Institute, 1762 Carling Ave., Ottawa 3.

IT'S SUPER FANTASTIC

"Not only is it informative, but it's good entertainment", is one of the comments most frequently heard after a screening of our new 18-minute colour film, THE FANTASTIC SUPER, produced for us by Crawley's.

First introduced last September to senior executives in business and industry, and then to audiences of building superintendents, THE FANTASTIC SUPER has now been presented to similar audiences from coast to coast.

The reaction has been the same in every major city ... recognition of the complexity of a building superintendent's job is welcomed as a hitherto unacclaimed position of responsibility.

THE FANTASTIC SUPER has even been used as a part of the training program in both institutions and government departments. All have acknowledged the film to be a valuable training aid. In addition, it has been presented by TV stations all across Canada. Copies of the film in French or English are now available from any Dustbane dealer or by request to Dustbane Manufacturing Company, 88 Metcalfe Street, Ottawa 4.

It is proving to be a most effective marketing program. This is Dustbane's first venture in the promotional film field, but it will not be the last".

--Don MacKinnon, Advertising Manager,
Dustbane Manufacturing Company Ltd.

NEW DISTRIBUTION OUTLET FOR SPONSORED FILMS

Sponsors of PR films may now receive added in-the-home distribution through Pay-TV. One of the three channels of Trans-Canada Telemeter is a free public service outlet ideal for educational and information films.

For details, write to W. O. Crampton, Program Manager, Trans-Canada Telemeter, 3010 Bloor Street West, Toronto.

FOR SALE, PUBLIC SERVICE FILM

Already scripted by film producer with fifteen years experience, ex-Lt-Com., R.C.N. Scripts approved by D.O.T., R.C.M.P., Cdn. Power Squadrons, N.F.B., Canadian Red Cross, Cdn. Boating Federation. Over 1,000,000 under 20-ft. pleasure craft in Canada. Wide free distribution arranged. Tremendous promotional possibilities. Top Quality production assured. Full details any Crawley office. Principals only please. Guaranteed to win friends and influence people.

TWO MILLION CANADIANS SEE "MONEY MINTERS"

MONEY MINTERS, a theatrical short subject produced by Crawley Films in association with International Nickel, has proven to be one of the hardest-working films of recent record.

Released to Canadian theatres four years ago under N.F.B. auspices, it has already been seen by some two million Canadians. All available prints, both French and English, are still steadily in service. In the United Kingdom it is a Metro-Goldwyn-Mayer offering and is current on the screens of other countries under various auspices.

Theatre advertising once described MONEY MINTERS as "of interest to anyone who has ever had a nickel". For the first time on film it tells the inside story of Canada's Mint which makes all the coinage for all the people. Or perhaps you're not interested in making money?

For programming, it would be ingenious to screen it with our MONEY IN YOUR POCKET, the Bank of Canada's story of the making of banknotes. Together the two films run but 35 minutes -- and you'll really know how big money is being made in this country!

TAKE FIVE

The Federal Department of Labour's free new "Films for Industry" catalogue lists and describes over 800 films of interest to industrial and labour organizations.....as part of our in-plant service program we are now holding regular evening workshops for our people on all phases of film production -- possibly the only film production course of its type being held in Canada.....F. R. Crawley is the author of the Canadian motion picture section of the Encyclopaedia Britannica Book of the Year.....according to the SMPTV Journal the number of 16mm motion picture sound projectors in the U.S. totals 632,500.....Dr. Albert Trueman, Director of the Canada Council, will present the Twelfth Annual Canadian Film Awards in Toronto on June 3rd.....see that the Canadian Federation of Film Societies boasts 74 member societies with 16,000 members across Canada interested in seeing film classics..... if you need an extra copy of our new "Directory of Sources of Free 16mm Sponsored Films in Canada" you'll let us know, won't you?.....and you'll write if you get work?

Yours aye,

Graeme Fraser

Graeme Fraser,
Vice President.

IT'S PEOPLE THAT COUNT

FILM STORY OF A UNION

CBRT & GW

IT'S PEOPLE THAT COUNT

Crawley Films

"We are glad to be associated with the CBRT&GW in another 'First' . . . Canada's first motion picture of a national union."

F. R. Crawley,
President, Crawley Films Limited

"It's a moving story that unfolds on the screen. The pace is quick and entertaining, the production is excellent (thanks to Crawley Films). It is free from that curse of union movies, the steady flow of dull eulogies. No CBRT&GW member, no union man in fact, could view this film without a feeling of pride. He'll be proud that his union took the big step and gave to the Canadian labour movement this undistorted picture of the kind of contribution labour has made and can make in Canada".

John Brewin, Co-operative Press Association, Ottawa

If ever there was a time when labour's story needed telling, it is now. In Canada today, the image of the organized labour movement is dim, often distorted. We are here confronted with a paradox, labour—representing more of the public than any secular organization in the land—has a public relations problem.

The men and women who make the products we buy, the services we use, who operate and service the means of communication essential to the unity and survival of this country, are for the most part union members. As trade union members, we see them playing a vital role in an institution which is an integral part of any truly democratic society.

IT'S PEOPLE THAT COUNT is a film documentary about one union, but in essence it reflects the aims and ideals of all unions in a free world. And unions are not, as some would have us believe, giant machines operated by labour leaders for themselves and their few henchmen. Unions are people, members of many organizations, playing many roles —worker, parent, voter—like other citizens.

In our age, it seems to me that we have developed a somewhat distorted sense of values. We make a fetish of so-called efficiency and production of goods and services, and make these things an end in themselves. We tend to forget that the test of true efficiency is how man is served. Our purpose must always be to give of our best so that people may have the opportunity to live a better life, spiritually as well as materially.

The most important issue before us is the maintenance of human values at a time when these are endangered in a thousand subtle ways. This motion picture is designed to show that unionism has a vital role to play in the preservation and development of these values.

Wm. J. Smith
National President

Canadian Brotherhood of Railway, Transport and General Workers
Ottawa, February 1960

What it's about –

This is a movie about the members of the CBRT&GW. In a very real sense, the film was created by the members of the union, those with us now, and those who created it with their actions in earlier years. The members tell the story, and in many ways the tale they tell is the same as that of most other unions.

Shooting locations were carefully chosen to illustrate the scope and diversity of the jobs done by the men and women of the union, from Newfoundland to British Columbia. The first sequence is based on the work and problems of employees of the Montreal Transportation Commission; the Melville, Saskatchewan, round-house of the CNR provides a prairie setting for a historical flashback, using stills and old footage; the kitchen of the Hotel Vancouver and the decks and cabins of the M.V. William Carson, plying the Cabot Strait between North Sydney, N.S. and Port-aux-Basques, Newfoundland, illustrate the union's geographical scope and work; in Toronto you see the impact of technological change.

The five main sequences try to answer these questions: "What is the Brotherhood for?" "How did the Brotherhood start?" "What has the Brotherhood done for us?" "How does the Brotherhood work?" and "What is the Brotherhood doing about the future?" The film records, in graphic fashion, the drama and importance of everyday jobs in several of Canada's major industries. Throughout, the emphasis is on the primacy of man over machines.

Produced by Crawley Films Limited; Script, Lister Sinclair; Executive Producer, F. R. Crawley; Director, Edmund Reid.

Special musical score and choral singing arranged and conducted by, William McCauley.

16mm sound 28 minutes

"I wish every Canadian could see this picture. I hope that the film will be given the widest possible circulation and that people in groups outside the labour movement, particularly management, will have the opportunity of seeing it. It tells a story about labour that needs to be told."

Claude Jodoin, President,
Canadian Labour Congress

". . . a unique film . . . The propaganda aspect is muted. Church groups, service clubs, Home and School Associations, farm groups might be interested in seeing how a well-run union works and high school students could see the changes the years have brought to the Canadian transportation industry as well as the variety of jobs the industry offers."

Phyllis Wilson, Labour Columnist,
The Ottawa Citizen

"I am impressed with the historic value of the picture as a factual report of the past and present that is often lost or left to individual interpretation when written.

James Cowan, President,
Canadian Film Institute

"This is a story of our country's expansion in the last half century and of the constant efforts of the labour movement to adapt itself to the changing conditions of our economy. . . .

"The film gives a very good idea of the democracy of the Brotherhood and of the labour movement in general . . . ."

Fernand Bourret, Le Devoir, Montreal

"It is a film which must be seen by all unionists. . . ."

Jean Marchand, General Secretary,
Canadian and Catholic Confederation of Labour

to get it

General distribution: Canadian Film Institute, 1762 Carling Avenue, Ottawa 3. A small service charge may be made for rentals. Prints will be available from film libraries located at a number of points across Canada.

CBRT&GW Locals
Ontario: Harry Jacks, Education Representative, 3652 Lawrence Ave. E., Scarboro, Ont.
Quebec: Denis Pronovost, Education Representative, 3448 Stanley St., Montreal 2, Que.
Other Provinces: Education Dept., CBRT&GW, 230 Laurier Ave. W., Ottawa 4, Ont.

CLC Education Department, 100 Argyle Ave., Ottawa 4, Ont.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave.
BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June sixth, 1960

"I am firmly convinced that of all the mass media the motion picture is the most readily acceptable, the most convenient and the most effective as a tool of communication."

--Dr. Melvin Brodshaug
Dean of the School of Public Relations and Communications
Boston University

FILMS FOR TRAINING

For some time now we've been planning a Crawley Commentary on this important subject -- we've had a great deal of experience in the production of this specialized motion picture field.

Then the Ontario Society of Training Directors invited us to speak on the subject, Canadian Industrial Photography wrote up the speech, and we were able to get a reprint for you. So if you are interested in Training -- read all about it.

HAPPY HOLIDAYS!

Because film-making is such a teamwork art, Crawley's and Graphic (our Laboratory) are closing down for vacation during the last two weeks of July and only a small skeleton staff (X-ray photo not available) will be around.

Hope you, too, have relaxing holidays this summer -- it just may be later than you think. As the Red Cross Water Safety Campaign says --"Swim With the Stream".

IT'S HONOURS MONTH AT CRAWLEY'S!

In these newsletters we try to talk more about films than about Crawley's. But a number of pleasant things have happened to us recently that we wanted to share with you.

First of all we received these three coveted Awards of Merit from the Twelfth Annual Canadian Film Awards:

Public Relations Film -	IT'S PEOPLE THAT COUNT	(Canadian Brotherhood of Railway, Transport and General Workers)
Travel and Recreation Films -	PRESSURE GOLF	(House of Seagram)
Television Films -	BAD MEDICINE	(R.C.M.P. TV Series)

Then the Canadian Library Association made their selection of the best Canadian films of the last fifteen years. Of the six sponsored films on this select list, four are from Crawley's:

CRAFTSMEN OF CANADA - (British American Oil)
FROM TEN TO TWELVE - (Department of National Health and Welfare)
THE LOON'S NECKLACE - (Imperial Oil)
NEWFOUNDLAND SCENE - (Imperial Oil)

Then the National Education Association, Washington, prepared a selected list of motion pictures dealing with aspects of the problem of juvenile delinquency in America. No less than nine of the forty-five (or 20 per cent) came from this Studio.

Then our R.C.M.P. series of thirty-nine television half hours was purchased in the United States by a division of NBC at by far the highest price ever paid for any Canadian film series. In Canada its ratings have jumped to seventh on the whole CBC network, where it is now the third most popular Canadian show, reaches three million Canadians weekly. Sales have been made in English, French and Spanish versions in a number of European and South American countries.

Mr. J. Alphonse Ouimet, President of the CBC, said: "The CBC has been associated with the series from the beginning and while the response of viewers on both our networks proved its value to us, it is gratifying to know that people in nearly every part of the world will be viewing this Canadian production."

Finally, for the eleventh time in eleven years, a Crawley production has received the coveted Award for Outstanding Merit of Scholastic Teacher Magazine, New York. The film has been "chosen by a National Board of Audio-Visual Leaders as a Distinguished Film Production for Use in Schools".

Latest to receive this honour is SAFE BICYCLING, produced for Raleigh Bicycles. Prints are being purchased by many school systems and libraries in Canada and the United States.

Here are the Crawley productions which have placed among the "Ten Best", along with their distinguished sponsors:

1960	SAFE BICYCLING	Raleigh Bicycles
1959	MARRIAGE AND FAMILY LIVING	McGraw-Hill
1955	SOCIABLE SIX TO NOISY NINE	National Health and Welfare
1954	FIVE FACES OF QUEBEC	Molson's
1954	ADOLESCENT DEVELOPMENT	McGraw-Hill
1954	FRUSTRATING FOURS AND FASCINATING FIVES	National Health and Welfare
1952	AGES AND STAGES	National Health and Welfare
1951	TERRIBLE TWOS AND TRUSTING THREES	National Health and Welfare
1951	CHILD DEVELOPMENT	McGraw-Hill
1951	HE ACTS HIS AGE	McGraw-Hill
1950	THE LOON'S NECKLACE	Imperial Oil

This brings to 118 the number of national and international awards given to our films. But the significant factor is these 118 awards have not been won by a few "gems" -- no less than ~~43~~ 68 different productions have received one or more awards!

TOUR OF THE BUILDINGS

In lieu of a newsletter next month, we've prepared for you a brochure giving you the story on our sound stages and facilities. You'll find it interesting to take this studio "tour-by-mail".

But don't let it take the place of a personal visit. The welcome mat is always out for you.

Most cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

Reprinted from CANADIAN INDUSTRIAL PHOTOGRAPHY, *April 1960*

How film can help as a training medium

Here's what Graeme Fraser, vice-president of Crawley Films Ltd., said to a meeting of the Ontario Society of Training Directors

- Most people are familiar with film and acquainted with its diverse applications. Yet, surprisingly few people recognize film as being one of the most logical — but, most neglected — methods of training and employee instruction.

A survey of 153 Canadian film-using manufacturers and businessmen revealed that only one third of the companies polled were using films to train employees. Public relations, advertising and promotion is film's happy hunting ground in Canada.

South of the border, the situation is curiously reversed. Film is used almost exclusively to familiarize employees or, in some cases, the public on a particular phase of business or industry.

There are six poignant reasons, presently being all but overlooked by business, why more Canadian companies should relax on the corporate image and apply film more closely to home:

One — *impact.* — If that Confucian philosopher was accurate when he said, "A picture is worth a thousand words," then how much more realistic is a moving picture, with sound and color and music and drama? It plays on the viewers' imaginations so that each individual identifies himself with the action and the image.

He will remember the picture for years, whereas a lecture is just another lecture or session like all the lectures and sessions which preceded it.

Two — *no competition for attention.* There are no distractions in a darkened room, and the sole focal point is the screen. Of course, there is the danger of employees catching up on their sleep — but not if the film is sufficiently stimulating.

Three—*demonstration.* Film demonstrates applications, reveals methods and illustrates "on the job" relevance. Salespeople and training instructors cannot always provide the trainee with a working model of the equipment being analyzed. They are often restricted by bulky, heavy samples, but film is light and readily portable.

For example, if you were conducting a familiarization course on nuclear cyclotrons, your chances of getting a cyclotron into the meeting room are pretty slim. On the other hand, a projector and screen can bring that cyclotron into the room in another way.

Four — *film is always uniform, always maximum.* Word-of-mouth often varies, sometimes all too noticeably, and there is always the possibility of some points being overlooked. Film doesn't forget or distort what has already been established.

Five — *film reduces training time.* A testimonial by the National Safety Council, Chicago, emphasizes the point:

"Trainees learn as much as 55% faster and remember up to 70% more —and longer—when films are used to aid teaching. This means you can reduce new worker training time, present fewer refresher courses and still reap increased results by using film."

Six—*kinesthetic response,* (or emotion through motion). "Kinesthetic response" is merely a learned way to express that flinch you feel while watching a crushing tackle on television or a jarring left jab.

Your reaction, psychologists tell us, is an emotional participation that comes only through observation of motion. You almost feel the tackle or the left jab yourself, and that is one strong reason why a moving picture is such an effective training medium.

Basically, training film is divided into two main groups, stock and custom. The stock films are directed at a general audience, or made specifically for one person and released generally at a later date. Specially sponsored films are custom-made to concentrate on one particular facet of the training phase.

The largest collection of stock training films is listed in "Films for Industry 1959" which is a catalogue prepared by the Department of Labor. Approximately 800 different titles are available.

Generally, the films are broken down into two more variations, internal films for employees and external films for public relations. Clubs, associations and government agencies commission film production as well.

Of the internal films, the variety includes specific and specialized pictures for managerial training and inform otherwise creative people. Of all people, Einstein said, "Imagination is greater than knowledge," and that's exactly what the films do — stimulate the imagination.

Examples of the creative films are "Public Relations and Salesmanship in the Teller's Post" produced by Crawley Films for the Bank of Nova Scotia, "Saga of Safety Sam" produced for Abitibi Power and Paper Co. Ltd., and "Methods of Lashing Aerial Cable" for the Bell Telephone.

A slightly broader concept of the internal film is "Handling Dogs," produced for the RCMP.

Moving from there into the external type film, several apt examples are "Changing Truck Tires is Easy" for Firestone tires, or "High Speed Aluminum Welding" for Aluminum Co. of Canada.

One good example of an association film was "Dangerous Journey," commissioned by the All-Island Banana Growers Association, which showed illiterate native workers how bruised bananas would affect their wages. Not only was this the most effective method to prove a point, it was practically the only way, because the workers could not read or write.

The public relations type of film is exampled by "How to Play Hockey" jointly produced by General Mills and Canada Starch, and "Safe Bicycling" by the Raleigh people.

"Remote-control" instruction

One of the most unique training programs involved "remote-control" instructions. T. R. Fredrikson of Canadian Westinghouse tells the story:

"The training of inexperienced workers at the new Westinghouse plant at London, Ont., was carried out by skilled workers at the Hamilton plant — almost 200 miles away. The plan was accomplished by sending visual instructions by photographs and colored movies of Hamilton employees who became 'leading actors' in the film.

"Tricks of the trade, unknown to supervisors and technical personnel alike, were passed on from the skilled worker to the tyro by the alert eye of the movie camera. Not only were the results impressive, but individual training time was cut by as much as 50% wherever the visual method of instruction was used. Initial production was much higher than anticipated."

One of the largest users of training film is, logically, the Joint Services Training Film Bureau, with more than 6,500 different selections. Movies point out and explain facets of topics such as survival, aerial photography, military law, atomic warfare and driving. Available to the armed forces only, these films are available from Canadian, British and American sources. Many are sponsored, such as medicine, accident and fire prevention.

Colonel M. R. Dare, director of military training, Department of National Defence, had this to say about training film, in an exclusive interview:

"Training film plays a very important role in the Canadian Army. In some instances, no other means of training can be used satisfactorily to augment verbal instructions — by illustrating clearly, simply and repeatedly a complex principle, method, system or motion. The importance of the training film increases with the complexity of the equipment being explained.

"In the Canadian Army the training film is part of the family of training aids, designed and employed to assure more effective training and reduction in training time."

A comparatively new development in management training is the filmed case, that is used to sharpen a person's ability to understand problems in human relations. They introduce tensions, moods and surroundings which could never be described adequately in written cases.

This type of film gives trainees insight into personalities and emotional behavior such as they will encounter under actual conditions.

Managerial training

Armco Steel Corp. made use of this type of training when they realized an impending managerial shortage. Of the 5,000 managers within the company, many were about to be retired or promoted, leaving gaping vacancies. The company had to prime new managers — and do it fast.

Operating on a $200,000 budget and a lot of executives' time, Armco turned out six films of various lengths which traced the history of the company, principles of management, explained the organization and defined management.

In a series of 12 two-hour sessions, the company is solving its problem and is getting everyone talking the same language. Each of the six films will be shown twice and followed up with extensive discussion periods.

A handy little booklet called "Putting Films to Work" explains the place of films in group programs, where and when films are used, programming, projecting and staging, where to get films and equipment and further information.

It is essential that the audience arrive at a certain point of view, determined beforehand. There are as many different viewpoints as there are movies to explain them. Films serve many purposes:

(a) Convey information about a subject

(b) Create or stimulate interest in an idea

(c) Open a controversial issue

(d) Examine possible solutions to a problem

(e) Stimulate discussion

(f) Serve as a background for discussion

(g) "How to do it" films, designed to teach a particular skill.

Always screen the film first and decide the purpose of the producer. Be certain it coincides with your own purpose.

Film can be a powerful and effective tool, yet its main purpose is to convince rather than decide. Film does not do a job itself — it helps us do a job for ourselves. There are many ways to present a film intelligently. But presentation is only half the battle; follow-up discussion is the other half. Audience participation is essential.

The three steps in presenting a film are (1) production and staging, (2) introduction and (3) discussion. Let's examine them one at a time.

Projecting and staging must be arranged well in advance. Film should be checked and previewed by the training director and a discussion prepared. The hall should be darkened for black and white, and completely blacked out for color films. Know where plugs and light switches are; appoint a light-switch operator.

Introduction should be extended in such a way as to prime the audience to view it intelligently, relating it to the interests of the group. Be brief and concise — let the film do the talking.

Discussion is perhaps the most awkward phase. Up to this point, the viewers have been passive, thinking their own thoughts. Ask leading questions. Avoid questions which require a simple yes or no answer. Ask for opinions.

There are several ways to go about introducing audience participation, such as having a panel of experts analyze the film then be grilled by the viewers, invite a recognized authority to the filming, conduct interviews or break the audience up into small groups.

Properly selected and produced, and properly used, the training film can increase company sales and production, cut training time and costs, and create a whole new climate in which to do business.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August twenty-second, 1960

" ST. LAWRENCE NORTH"

Crawleys have the unique distinction of four regular half-hour series on the CBC national networks -- "R.C.M.P." in both French and English plus a new series on both the French and English networks.

Called ST. LAWRENCE NORTH, (AU PAYS DE NEUFVE FRANCE), the new series shows the geography and the people who live in what is perhaps the least known part of Canada -- the north shore of the St. Lawrence River from Tadoussac to the Straits of Belle Isle. The series is playing Saturdays at 5.00 p.m. in English, Sundays at 8.30 in French, and will be shown abroad also.

The various episodes make up a broad mosaic of unique Canadian life -- the last whale hunters on the river, the village life of the Montagnais Indians, a poetic interpretation of the new industrial developments, winter hunting for Labrador seals, the Indian ceremonial of the winter caribou hunt, shipwrecks, the building of a coastal boat and a real festival of folk songs.

To produce the films, this land of legend and scenery and undiscovered wealth has been explored by a unique and interesting team of film makers. The original idea for the series, the research and writing were the contribution of Pierre Perrault, French Canadian poet and playwright. A graduate in law from the University of Montreal, he found city life confining, wanted a wider experience and went to Paris where he coached hockey in France for several years while he acquired a broader concept of his own country. The director and editor was Rene Bonniere, a producer who learned his trade in film and television work in his native France before coming to Canada to join Crawley Films, where his work has already won acclaim.

Music is an important element in the impact of these films on the viewer. Larry Crosley has used authentic folk songs, sung by people of the area, with their sometimes compelling gaiety, and sometimes haunting nostalgia. In keeping with the more sophisticated viewpoint of the writer and director he has used also the themes of these songs to compose musical scores which carry the viewer right into the action and the drama of life on the north shore. Hope you enjoy this new CBC series.

SPECIAL CARD LABELS FOR FIBRE SHIPPING CASES

As a service to customers and friends who use fibre shipping cases for their motion pictures, we've prepared a special two-way address card which fits onto the case. Any Crawley office will be glad to supply you with a quantity if you ask. Why don't you?

"16MM TERMS USED IN PRODUCTION OF NON-THEATRICAL MOTION PICTURES"

This authoritative glossary of 650 definitions is available at $1.00 from the University Film Producers Association, 1885 Neil Avenue, Ohio State University, Columbus 10. Very useful!

AUG 23 1960

HEAD OFFICE
BANK OF MONTREAL
MONTREAL

Dear Mr. Crawley,

The Bank of Montreal film YOU ARE THE BANK, LA BANQUE C'EST VOUS was very favourably received by my Board of Directors and Executive Officers when it was premiered to them some seven weeks ago. Reports just to hand reveal an equally enthusiastic reception was accorded to it by some 6,000 members of our staff from Newfoundland to British Columbia when they were afforded an opportunity of viewing it during the month of May.

The extremely favourable reaction to this film by new entrants and senior personnel alike is indeed gratifying and a finer tribute, than any words of mine, to this excellent production by your good Company.

It affords me a great deal of pleasure on behalf of myself and "My Bank" to express our thanks and extend very hearty congratulations to Crawley Films Limited, Producer Tom Farley, Director George Gorman, the cast and all who contributed to make YOU ARE THE BANK, LA BANQUE C'EST VOUS the outstanding success it is.

Yours very truly,

R. D. MULHOLLAND

General Manager.

Thank you, Mr. Mulholland, for permission to publish this thoughtful letter. Those readers interested in customer relations should attempt to borrow this film from the Bank of Montreal for showing to their employees.

TAKE FIVE

Script idea: the film is about a terribly nearsighted whale that falls in love with a submarine -- the poor creature is so deeply in love that he follows the sub all over the world and every time the sub ejects a torpedo, the whale passes out cigars ... In our June issue we credited McGraw-Hill with sponsorship of our prize-winning HE ACTS HIS AGE. They distribute this film in the U.S. but it was produced for the Department of National Health and Welfare -- apologies, Harvey Adams! ... IT'S PEOPLE THAT COUNT has won second prize among 150 entries from all over the world at the International Labour Film Festival at Stockholm, Sweden ... Big new Alcan film catalogue available from P. O. Box 6090, Montreal ... Next time you are looking at a map of Canada, note how far north is Axel Heiberg Island -- F. R. Crawley has been there twice this summer producing a film for Shell ... To shoot films for a variety of customers, Crawley crews have travelled over 150,000 miles by airline alone in the last twelve months ... MOTION PICTURE PRODUCTION IN CANADA - 1959 now available at 25¢ from the Dominion Bureau of Statistics, Ottawa -- interested to see that with 54 companies reporting, Crawleys last year did 30% of Canada's sound motion pictures -- theatrical, non-theatrical and television.

Most cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

AUG 23 1960

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

September twenty-sixth, 1960

"Make no small plans -- they hold no magic to stir men's blood."

--D. H. Burnham, Chicago architect.

CANADIANS NOW PRODUCE MORE NEW MOTION PICTURES THAN NEW BOOKS!

These are busy days for Canada's expanding business of film making. DBS reports that 66 private and government producing organizations last year turned out 863 motion pictures plus 5,300 other film items -- commercials, slidefilms, trailers, newsclips, etc.

In the past seven years the number of producers has doubled and the dollar volume of film production and lab work has increased by an amazing 323%! Canada's laboratories printed 77,000,000 feet of these films -- if spliced together by a superhuman film editor they would stretch from Halifax to Vancouver five times! The demand for good sponsored films grows steadily. The latest edition of Crawleys popular Directory lists 333 different Canadian sources for free sponsored films. The "Monetary Times" wrote last month that "more and more companies are planning movies to tell their story to the public, to customers and to stockholders. They find, too, that movies used internally can give a man behind the desk an over-the-shoulder view of the chemist, the researcher and the production line". Why all this rapid growth?

Social philosophers believe that the whole outlook of North Americans is changing as we shift from the "lineal" society (learning mostly from print media) to an "oral" society (learning audio-visually). The cold logic of straight facts can be persuasive, but most people think more in the language of human emotions -- and the film is thoroughly at home in that language. Skilled practioners of Marketing and PR have found film to be one of the most effective means of transferring information and changing attitudes. They are familiar also with the motion picture's vast audience potential, economy and versatility.

The second reason is, of course, television. With 85% of Canada's households now TV-equipped and the average TV family viewing 36 hours each week, no wonder that some sponsors have reached over a million Canadians with their pictures! With the famous 55% Canadian content ruling of the BBG, no wonder that TV stations so often ask us about the availability of good, fresh, made-in-Canada sponsored films for free public service programming!

In this visual age in which we now live and work, every businessman recognizes the usefulness of films, provided they will pay their own way in his business. For many, they are as obvious an economy as your telephone.

Treat films as a tool for which you expect to pay no more than results will justify and employ a producer who understands sensible business principles.

In Marketing, what would it cost for twenty minutes of the individual attention of each of a hundred thousand customers -- watching you demonstrate with picture, motion, sound, colour and dramatic impact?

In Public Relations, what would it cost and how long would it take to shake hands and tell your corporate story to a million Canadians?

What are your most pressing communications problems right now?

Tell us about them. Our experience of making 1,000 pictures over 21 years and our command of new communication techniques may enable us to suggest a highly effective solution.

Isn't it worth a few minutes to call or write and find out if yours is the kind of problem we're set up to handle?

"POWER TO LIVE BY"

June 18 was a day not soon to be forgotten in Saskatoon. By actual count, 10,756 cars entered the parking lots at the refinery of Federated Cooperatives Limited. From all over Manitoba and Saskatchewan, people came by car and train and plane, and chartered bus, until there had gathered a crowd estimated at up to 50,000 people. It was the 25th anniversary of the world's first cooperatively-owned oil refinery.

One reason for the tremendous success of the celebrations was the wide distribution of a 25-minute, sound, colour Crawley motion picture called POWER TO LIVE BY. It's an interesting film which tells an interesting story.

Back in 1935, when depression dollars were hard to come by and $32,000 was considered a lot of money, a group of Saskatchewan farmers scraped together this sum and plunged into what must have appeared to many as a pretty risky venture -- they built a small oil refinery. Twenty-five years later with a capacity of 16,000 barrels of crude per day, the co-op sign appears over hundreds of prairie service stations, and they have parlayed its success into such varied fields as feed, lumber, credit unions, hardware and grocery stores. The founders have counted over $16,000,000 in savings from the original 1935 investment. If you are interested in the co-op movement in the West, you might borrow a print from Jack Trevena, Director of Information, Federated Cooperatives Limited, Saskatoon.

TOURIST FILMS

More than a quarter of the 163 motion picture titles in the Canadian Government Travel Film Libraries (operated by the N.F.B. throughout the U.S.) are from the studios of Crawley Films. These Crawley productions, carefully designed to promote tourism in and to Canada, were produced for seven provincial governments, four federal government departments and four companies.

We are pleased to see that the two films of the 163 which have garnered the highest U.S. audiences over the years are both Crawley productions. ROCKY MOUNTAIN TROUT has a total reported U.S. audience of 2,187,265 while FAMILY OUTING has reached 2,088,588. These are from non-theatrical screenings only -- over and above the hundreds of TV screenings that such travel films achieve throughout the United States. Tourist promotion films have been one of our specialties -- with over seventy completed and more in production now. Interested?

TAKE FIVE

TV Westerns will always be with us until someone discovers a cure for the common Colt....Marketing (some of my favourite reading) reports that Ford has budgeted $1,200,000 for a colour film to introduce the 1961 models to the U.S....a picture may be worth a thousand words but why load them all into the narration?....there's a Chinese cameraman called One Long Pan....If you are interested in communications, see Vol I, No. I of "Canadian Communications", 56 Sparks Street, Ottawa....a film producer is known by the companies he keeps....is there a film in your 1961 budget?

Most cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

November seventh, 1960

CANADIAN TV STATIONS SEEKING FREE SPONSORED FILMS

52 Canadian TV stations have just completed a Crawley questionnaire regarding their use of free sponsored films. They include CBC and private stations (even the big new "second" stations) in nine provinces.

Highlights of the survey revealed 96% will use free films an amazing 1½ hours per week and often in prime time.

Ideal TV lengths for free films seem to be 13½ minutes and 28 or 28½ minutes.

On the average, only one quarter of the free films submitted to stations are rejected and these are mainly because they have too much commercial content, not enough general interest for a TV audience or because of the poor physical condition of the prints.

The many verbatim comments of station presidents and program directors included in the report show that there is no limit to the variety of Canadian subjects required -- as long as they tell their story in an interesting way.

With 85% of all Canadian homes having one or more TV sets, and with these sets being watched some 36 hours a week, and with our TV stations (public and private, new and old, French and English) actively seeking suitable free films, preferably made in Canada, this is an opportunity well worth serious consideration by any company or association.

We believe this to be the most significant study yet made on the use of films in Canadian television. Copies of the seven-page survey are available from any Crawley office to any Canadian company or organization interested in showing films on TV stations.

IVOR LOMAS

In his twenty-four years with Kodak and Technicolor Laboratories in England Ivor Lomas, F.R.P.S., F.B.K.S., was always active in improving laboratory quality, delivering numerous technical papers and working on many educational committees.

Since becoming Crawley's Lab Manager in 1956, Ivor continues his leadership in North American Laboratory circles. He serves on three committees of the Society of Motion Picture and Television Engineers -- Papers, Convention Planning and Laboratory Standardization. He is Chairman of the Committee on Cinematograph Standards of the Canadian Standards Association, and when SMPTE published their new and much-needed volume "Control Techniques in Film Processing", the only two Canadians on the 31-man committee of top lab men who worked on this textbook were CBC's Rodger Ross -- and Ivor Lomas.

When millions of people see and hear your story in halls, theatres and on television, the quality of your prints is of prime importance. Under Ivor Lomas, Graphic Films (the Lab associated with Crawleys) has grown from a small house laboratory, mainly printing our own productions, to a large organization turning out the highest quality work for producers, industry and governments in all ten provinces and abroad.

21 Years of Quality Production

FORE!

"The House of Seagram film presentation of the 1960 Canadian Open which was screened yesterday (Art Wall was still the winner) for newspaper, TV and radio types, is the best job Crawley Films has ever turned out on the Canadian golf classic .... the color is magnificent and the eye-catching shots of the water-logged course and people scrambling for cover when that torrential rainstorm descended are epic pieces of camera work".

Hal Walker in the Toronto Telegram

This is our eleventh consecutive color picture of the Open which must constitute some kind of a consistancy record for Canadian film sponsors and producers. "THE YEAR OF THE CROWN FOR ART WALL JR." is freely available to golf clubs, service clubs, TV stations and others.

ALASDAIR FRASER

Friends of Al Fraser, longtime Montreal Manager and a Director of Crawleys, have learned with regret of his leaving. We shall all miss this long and pleasant association and wish him all happiness and success.

To Montreal and Quebec clients:

Al will keep an eye on certain accounts for a little while and Mrs. Maralena Genser (for five years Purchasing Agent with us in Ottawa and before that for ten years Asst. P.A. with NBC in New York) will look after the Montreal office for several months until we decide on a Montreal Manager.

ONTARIO SCHOOLS LOOKING FOR FILMS

Many thanks to Major Grimmon, Director of the A-V Branch, Ontario Department of Education, for sending us a survey of film needs in Ontario schools. Each summer the Department holds two 5-week A-V courses for up to 300 Ontario teachers, and this Summer has surveyed the question of those films most wanted by Ontario teachers for use in their classrooms.

Copies of the survey are available from any Crawley office. Remember, today's youngsters are tomorrow's customers!

TAKE FIVE

Adult education is booming in Canada with over one million men and women now enrolled in some classes or regularly scheduled educational activity ... Dr. William McCauley, for ten years Director of Music at Crawleys, is now Director of Music at the huge O'Keefe Centre for the Performing Arts, and still writes and directs some of our scores, as Larry Crosley takes over as our Director of Music ... Robinson Crusoe started the five day week -- he had all his work done by Friday ... The University of British Columbia has announced a two year certificate course in Communications and Broadcasting ... it certainly pays to advertise -- there are 26 mountains in Colorado higher than Pike's Peak!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December twelfth, 1960

CANADIAN FILMS SELL SOUP, STEEL, CULTURE

Reading Dean Walker's interesting feature in the October 8th issue of Financial Post we were struck by the big proportion of successful films which have come out of our own studios. Couldn't resist underlining Crawley productions and clients and asking the Post to reprint it for you to see.

YOUR FREE FILM ON TV

In North America, I often wonder if we place too much faith in statistics -- remember the sad story of the man who drowned in a stream that averaged only two feet deep? But our favourite survey is the one which showed that Vassar graduates have 2.3 children and Harvard graduates 1.8 children, proving conclusively that women have more children than men.

Nevertheless, the figures in our survey of the wide "Use of Free Sponsored Films by Canadian TV Stations" which we introduced in our newsletter last month, has provoked wide interest among companies and associations all across Canada. Had to reprint it twice. Copies of the survey still available to sponsors from any Crawley office.

SOME FILMS NEVER DIE

Some films never die -- they go on and on and carry a public relations or marketing message to fresh generations.

DEC 14 1960

Take our LOON'S NECKLACE for instance -- "Canada's best known film". Sponsored by Imperial Oil 'way back in 1949, over two million Canadians have seen one of the 176 prints out working across Canada. In the United States and abroad THE LOON is distributed by Encyclopaedia Britannica Films. They have sold another 1236 prints -- 76 this year. Not bad for an eleven-year-old subject!

Other very popular films for Imperial Oil include 153 prints of NEWFOUNDLAND SCENE and 181 prints of LEGEND OF THE RAVEN.

Our Lab reports that two Province of Manitoba subjects have rung up large print runs -- 137 copies of WATERWAYS AND FLYWAYS OF THE NORTH and 140 copies of BIG COUNTRY BIG FISH.

All these films are 16mm colour -- and all are still going strong with multi-million audiences.

P.S. This year we have filled orders for six prints of PORTAGE which we produced a full twenty years ago for the Canadian Geographical Society. Some films never die .....

HARRY'S IN A HURRY!

is the title of our new motion picture on the Free Blood Service of the Red Cross. Sponsored by Confederation Life, this 13-minute colour film is a major tool for promoting a very vital program across Canada. Get it for your club.

RENCE CROSLEY - MUSICIAN'S MUSICIAN

Director of Music at Crawley Films -- a very full time assignment of writing, arranging and directing film scores -- is now Larry Crosley.

Larry has his B.M. and his M.M. (majoring in Conducting) from the Eastman School of Music at Rochester, where he won the Rochester Prize Scholarship, the George Eastman Honorary Scholarship and a Teaching Fellowship, besides being President of the Senior Class.

A member of symphony orchestras and a wind ensemble, leader of a dance band, arranger-conductor of musical comedies, composer and arranger for such network shows as Ed Sullivan and Arthur Godfrey, and for Eastman Kodak motion pictures, Larry has had wide professional experience. Incidentally his first job (like his present one) was busy and interesting -- Staff Copiest at Radio City Music Hall. This talented and versatile young man is always available to discuss film music problems with any sponsor.

"25% OF MY AUDIENCE BECOME BUYERS!"

This is a remarkable case history of a selling film as brought to our attention by Eastman Kodak.

Listen to Herman Perl, Chairman of the Board of Charlex Realty Corp., Newark, N.J., selling agents for General Development Corp., developers of huge Port Charlotte, Florida, homes and sites:

> "28 minutes after I flip the switch of one of our 60 Pageant Projectors, I can count on 25% of my audience becoming buyers. We know this 28-minute movie will open another portion of the 400,000 sales leads we expect from it this year.
>
> Our salesmen have made 6,000 showings in the first half of 1960. A convincing film is a formula for sales success. From experience we know films sell. Any of our salesmen can show our Port Charlotte film to anyone, anywhere, at any time, and produce leads. And because it's filmed, the presentation is never diluted, always perfectly duplicated, always successfully the same, whether shown in Bangor or Kokomo.
>
> This film program gives us another bonus: an enthusiastic sales force. Salesmen know that to show it means to sell it. So they eagerly pack equipment and show it."

TAKE FIVE

GENERATOR 4, our sponsored film for Aluminium Limited, last month played Canada's largest theatre, Toronto's Imperial ..... In 1907, horsedrawn vehicles in N.Y.C.'s midtown traffic averaged 11.5 miles per hour -- today automobiles on these same streets average 6 m.p.h. .... After the three networks, our R.C.M.P. series now running first among Manhattan's seven TV stations ..... Canada's TV stations are public spirited organizations -- St. John Ambulance calculates they have so far received over $100,000 worth of free advertising from the three filmlets we produced for them ..... heard on Madison Avenue: "The TV drama I'm waiting for is the night the decay germs rally and beat the toothpaste" .....

AND MAY PEACE AND JOY AND THE SATISFACTION OF A JOB WELL DONE BE YOURS THROUGHOUT '61 ..... AND MAY YOUR CHRISTMAS BE MERRY AND BRIGHT!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

Reprinted from The Financial Post issue of October 8, 1960, with underlining by Crawley Films Limited of their productions and clients.

Canadian Films Sell Soup, Steel, Culture

Canadian companies this year will spend about $5 million on films whose message varies from a stiff product pitch to a study of Indian folklore.

They will be produced by the 70-odd film-making firms across Canada who have won an international reputation for skill and craftsmanship.

By DEAN WALKER

Film flipped its first industrial message when **Massey-Harris** commissioned Thomas Edison to make a movie of a new binder in 1895.

As farmers were sold on the binder, industry became sold on film, starting a Canadian industrial tradition that stays strong in 1960

This year, Canadian business firms will spend some $5 million making 400 or 500 films, 5 min. to 1 hr long, costing $1,000 to $100,000.

These movies will tackle a miscellany of communications jobs from promoting bond issues to selling soup, flattering employees, training salesmen or boosting company images

A little of the money will go to internal film units — such as **Eaton's**, Ontario Hydro's, **A. V. Roe's** — but most will funnel into a smallish industry whose main strength and internationally known forte is in making industrials.

This industry's 70-odd members from St. Johns to Vancouver range from one-man companies to **Crawley Films** and its staff of 100. Their reputation is high (they can paper their walls with foreign awards and even have a small export trade) because industrials offer the only area in which Canadians can profitably invest their film-making energy.

Canadian companies both initiate and distribute films and will sometimes even lend projectors and operators to make sure they are seen.

This country has some 300 sources of free 16mm films and, by number of prints owned, these are reckoned Canada's most active sponsors:

Alcan, Anglican Church, **B.C. Electric, Bell Telephone**, Canadian Cancer Society, **Canadian General Electric, C-I-L, CNR, CPR, Imperial Oil, Molson's**, Red Cross, Saskatchewan, Wheat Pool, **Seagram's, Shell, TCA**, federal government and British Columbia, Manitoba, Nova Scotia, Ontario and Quebec provincial governments.

At these sponsors' disposal are various ways of getting films to audiences. Examples:

- **Via possibly the world's best non-theatrical film distribution system**, carefully nutured by the National Film Board, Canadian Film Institute, 42 provincial film libraries, 418 community libraries, 500 film councils and 12,000 film-using organizations

These groups make Canadians film conscious and will help distribute any worthwhile film, sponsored or not

- **Television offers sponsored films** their most dramatic outlet. Via TV, movies of special interest can be seen quickly by millions of Canadians and television's importance to the sponsored film business increases with the Board of Broadcast Governors' new insistence on a high proportion of Canadian content in programing.

More Canadian companies than ever may sponsor films when tempted by this sort of case history:

A SCENE from Imperial Oil's "Legend of the Raven," shot with Eskimo carvings.

A new Ontario Department of Highways picture (by **Motion Picture Centre**, Toronto) reached some two-million TV viewers in its first month. And Canadian General Electric spent $750 to premiere a new film over CBLT, Toronto. Some 75,000 Torontonians saw it that night and, in the next three weeks, requests for prints for 80 screenings were attributed to the telecast. The film was later televised in other towns where CGE has a strong operation.

- **There are other outlets too.** Plants throw lunch-hour film sessions for employees. Schools will add suitable sponsored films to their schedules. And even theatrical distribution is available for the right films because theatres now need some Canadian programming to counteract TV's local appeal. **Petrofina's** The Great Essential reached a million Canadians in 1,200 theatres and is still going. Its direct company mentions are restricted to opening and closing credits but a red, white and blue color scheme, common to all Fina stations, is repeated throughout the film.

Industrial films carry sponsors' messages, but that is all they need have in common They can range in technique, range, budget, style and subtlety.

Some are made strictly for their public relations value and their subject has no connection with company activities. Their "message" is simply that the sponsor is a patron of the arts or of other commendable causes. But other films can be as direct and as uncompromising as a president's product pitch and a tour of his plant.

Imperial Oil is the active Canadian sponsor of "pure public relations" films.

It has paid the shot on half a dozen winners of Canadian and foreign film awards, spending tens of thousands of dollars to produce and distribute such artistic efforts as Newfoundland Scene, Legend of the Raven, The Loon's Necklace, The Seasons — and receiving in return reflected glory and opening and closing credit lines.

Other Imperial Oil films, although they are of general interest, are closer to company activities. One tells the story of the York Wilson mural in their head office. Others show the search for oil, pipeline construction, petroleum laboratories, farm mechanization. Imperial has a third group of movies to train employees

Bell Telephone is another active sponsor Its full range of films would take 27 hours to screen. Bell offers the public prints of its well-known TV popular-science series, half a dozen films on good telephone usage and others on electronic and sound research. It also has films such as Dew Line Story and Sky Watch on Fifty-Five which tell the company's more dramatic Canadian achievements.

Sponsors can use film to identify themselves with special subjects

Molson's Brewery, for instance, has **Chetwynd Films** of Toronto film every season's Big Four football games and makes prints freely available to coaches and teams and to a weekly Quarterback Club of football fans

House of Seagram films the Canadian Open golf tournament each year and recently sent a **Crawley** crew to cover the entire Seagram's Caribbean tournament.

St. Lawrence Starch Co. owns **Ashley & Crippen** skiing films and **Johnson** outboards has a Ken Campbell movie on water sports.

Even directly promotional films can be interesting. Tea Council of Canada filmed tea drinking customs around the world and it won record circulation over 15 years A **Labatt's** movie by **Westminster Films** explains brewing's history and modern techniques. **Du Pont** won recent free TV distribution of a short film on portable polyethylene greenhouses .

City and provincial films and tourists Central Mortgage and Housing credits a million-dollar realty sale to just one screening of a Crawley Film about Ajax Township

Through A New Future Lies North, Boston's **Vance, Sanders & Co.**, underwriters of a Canadian mutual fund, encourages U S investment in Canada.

Some 2,000 top U. S financiers attended its premiere in Chicago Packaged Power for **Aluminium Ltd.** pushed the sale of a $40-million bond issue.

Every sort of business is in the Canadian sponsored film act.

Dominion Stores distributes films by food companies through its Homemaker Film Library

A **Visking** movie shows housewives new users for wieners (Visking makes wiener casings) **William Neilson's** Harvest of Energy, made by **Meridan** cost over $35,000 and shows the process of making chocolate. A special version is for school use.

Company films pass management messages loud and clear to employees and shareholders avoiding the usual distortion as they pass down the line of command.

Massey - Ferguson last year spent $6,000 on a short color film introducing a new sales manager to North American dealers. C-I-L uses film to dramatize its annual report for 7,500 employees coast to coast

Seeing more work of this type coming its way, the Canadian film industry now experiments with special lowcost techniques such as kinescoping, or combining videotape and high definition filming — for these special internal one-shot company uses

Companies use films and filmstrips for training.

Fletcher Films of Toronto makes a series of strips to train **Tip Top Tailors'** salesmen.

A unique insurance company film provides one half of a sticky sales interview and the trainee salesman provides the other half while his sales manager checks his style.

The **A. J. Freiman** department store in Ottawa has a filmed company profile which it has screened for every new employee in 18 years.

Traders Finance recently had **Robert Lawrence Productions** make French and English 16-min. films (on about a $25,000 budget) to teach retailers how to promote their financing plan.

A **Dustbane** film teaches tricks to building superintendents and promotes products at the same time

Raleigh Industries teaches children cycle safety The All-Island Banana Growers' Association has a Crawley film to teach illiterate native workers to handle fruit carefully.

Some films are made for very specific audiences. Aluminium Ltd. sponsored Put This in Your Pipe, costing around $12,000 all for the benefit of a couple of dozen potential Canadian aluminum pipeline customers—although it was later unexpectedly useful in South American and Mid-East selling.

A new **Union Carbide** film promotes stainless steel to architects. A film of Canadian equipment at work was made to accompany a tender for an Australian construction job. And one U.K manufacturer filmed his locomotives at work to impress an Indian maharajah who would not leave his palace

Fund-raisers often turn to film.

Most recent Canadian examples:

University of Toronto, Carleton University, the Wells Organization, United Jewish Appeal

An **S. W. Caldwell** film for United Appeal won a North American award in March and now has been bought by dozens of U. S and Canadian community funds

Canada lives up to its reputation as the home of the documentary and every month Canadian companies pioneer new uses of film to meet communications problems. From the kaleidoscope of examples available, here are a quick dozen to finish

A Canadian Wheat Board film for overseas selling in 14 languages including Swahili . . a **General Mills** series showing kids How To Play Hockey . . . a **Hudson's Bay Co.** movie saying Go North Young Man . . . Ontario Hospital Services Commission urging people to pay premiums in time . . . **Steel Company of Canada's** Bright Century celebrating a 50th anniversary Saskatchewan Co-Operatives film of the world's first co-operatively owned oil refinery . . . Toronto Transit Commisson's high speed filming to learn why new buses suck in so much dirt . . Radio, Electronic and Television Manufacturers' Association film to convince government and service chiefs to keep defence contracts at home . . . an **O'Keefe** movie promoting its new Toronto Centre for the Performing Arts even before it was built . . A **Foundation Co.** film by **International Productions** to show the company's scope to foreign governments . . . And a **Canada Dry** film to emphasize the firm's "Canadian-ness".

Printed in Canada

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January sixteenth, 1961

> "Quality is never an accident. It is always the result of intelligent effort. There must be the will to produce a superior thing."
>
> . . . . . John Ruskin

ANNUAL REPORT

Our twenty-first year was another busy one, full of new challenges, new problems, new achievements. Crews worked from sea to sea, from South America to the North Pole.

We produced 49 new sponsored films (30 in English, 19 in French) and completed 62 other film assignments (shooting, editing, recording, animation) for industry, government and television. We made a flock of TV commercials and slide films. And once again variety was the key-note of the year.

From broad public relations through recruitment, education, training, sales promotion and hard sell, we served many of Canada's great companies -- Aluminium Ltd., Canadian Salt, C-I-L, W. Clark Ltd., Confederation Life, Hudson's Bay Company, I.B.M., Imperial Oil, Metropolitan Life, National Cash, Northern Electric, Phillips Electrical, Seagram's, Shell, Schenley, Stelco, Union Carbide, Weekend Magazine.

We completed pictures for the Bank of Montreal and the Industrial Development Bank. Some were for Government -- Nova Scotia, Manitoba, Saskatchewan, Ontario Hospital Services Commission, National Defence.

Much of our film production was for associations -- the Canadian Medical Association, the Canadian Dental Association, St. John Ambulance, Boy Scouts, Central Canada Exhibition Association, Canadian Conference on Education, Canadian Labour Congress, Poultry Products Institute, Ontario Hog Producers, Canadian Amateur Hockey Association, Ontario Hockey Association.

We exported to Rover and to British Titan Products in the U.K., to G.E. in Schenectady, to Reddy Kilowatt in New York.

In addition to all this sponsored activity, there was our ST. LAWRENCE NORTH network TV series in French and English for the CBC.

To all you valued customers who entrusted your important film work to us -- our sincere thanks. To others, we request the opportunity to demonstrate the tremendous power of a good motion picture to build images, sell goods, move Canadians to action.

FILM LEAFLETS

If you are going to put out a leaflet to promote your picture, make it a good one. Enclosed is one of the best we've seen. It's about HARRY'S IN A HURRY put out by Confederation Life for the Red Cross Blood Transfusion Service. Like it?

HOW MANY SAW IT?

P.R. men like to estimate the huge total audience reached with their public information motion pictures. Reasonably accurate figures can be obtained easily for screenings before all types of meetings -- but how about television and theatres?

One of the U.S.'s leading film users is American Telephone and Telegraph. In 1959 the total audience for Bell system films was more than 127 million.

To eliminate overly optimistic attendance estimates A.T. & T. have now established new formulas for determining television and theatre attendance.

The TV formula is: one-third of the number of sets in the area (being the proportion of sets in use) divided by the number of stations in the area, times an average of two viewers per set.

The formula for computing theatre attendance for indoor theatres is: one-third of capacity, times the number of shows. Drive-In theatre attendance is figured at: car capacity of the theatre - times 1½ occupants - times the number of performances.

With the use of these formulas, A.T. & T. distribution people feel that their attendance figures are conservative. Helpful?

"FILMS ON ART AND RELATED SUBJECTS"

-- is the name of a new catalogue just off the press. Its 48 pages describe 232 films available in Canada on art and a variety of related subjects. Catalogue is 25¢ from the Canadian Film Institute, 1762 Carling Avenue, Ottawa.

TAKE FIVE

Canada needs more brave bulls who know their way around creative china shops -- and fewer sacred cows to block their path .... the news is out -- the debonnair SMLIF YELWARC, who occupied so much space in both news and social pages last year, is really only Crawley Films spelled backwards .... our R.C.M.P. series has now been sold in such exotic TV climes as Iran, Hong Kong, Nigeria, Rhodesia, Western Germany .... the Society of Motion Picture and Television Engineers will meet outside the United States for the first time in 38 years -- Toronto's King Edward Hotel, May 7 - 12 .... no wonder we make films for schools -- DBS reports 6,000,000 children under 15 years of age -- a third of the entire population .... two facts about 1961: it's the first year since 1881 that can be read upside down with the same result, and it's the year that all of us at Crawleys wish is a most happy and healthy one for *you*.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

Harry's in a Hurry!

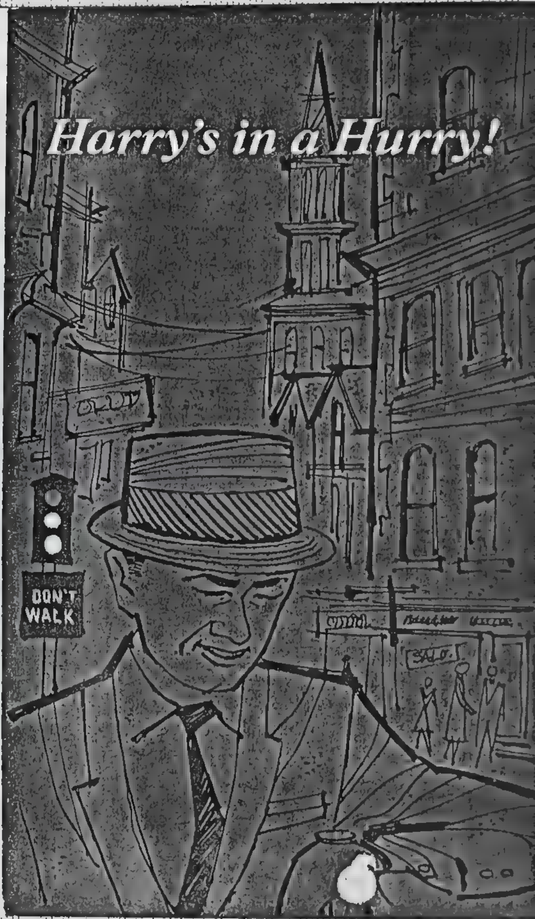
The title of this new 16 mm. film which runs for 13 minutes is *Harry's in a Hurry!* Produced by Crawley Films Ltd., it is in full color, with accompanying music and either English or French narration. Carrying a National Film Board educational certificate (No. 2269), it has been cleared for unlimited television and for non-theatrical screenings throughout North America.

Harry's in a Hurry! presents a brief background on the history of blood research and outlines the many uses of blood and blood products in our hospitals today. The technical aspects of the blood transfusion service are also explained in layman's language. This is a fast-moving film that will prove a popular feature on the agenda of your next meeting. Rest assured that the subject of blood has been handled adroitly and will not disturb the most sensitive viewer in any age group.

Prints of *Harry's in a Hurry!* will be loaned free of charge. For further information please contact the nearest branch office of Confederation Life or the Canadian Red Cross Society in your community.

Story of the
BLOOD TRANSFUSION SERVICE
Canadian Red Cross Society
. . . people
helping
people

PRINTED IN CANADA



A film to help you, your work and your community

One of the vital services of the Canadian Red Cross Society in your own community is the provision of whole blood and blood products for free transfusions. When blood is needed . . . nothing else will do . . . there is no substitute. Blood cannot be manufactured —it must come from men and women like ourselves.

The success of Canada's blood transfusion service depends on the generosity of the citizens of every community and their willingness to share their good health by donating their blood. A constant supply must be maintained to meet the demands of the hospitals for day-to-day and emergency use.

To assist in telling of the need for blood and to encourage an increased number of regular donors, Confederation Life Association has produced *Harry's in a Hurry!* for the Canadian Red Cross Blood Transfusion Service. Prints of this excellent film are available to your organization and to other local groups. Showing it in your community will aid this important Red Cross service and will be a valuable contribution to the health and protection of your fellow citizens.

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H-105-5

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February twentieth, 1961

ON PUTTING YOUR BEST FILM FORWARD

You wouldn't send a customer an old, dirty, crumpled, torn brochure, but some people do just that when it comes to films.

If you do not employ a professional distribution organization with an adequate inspection service, consider the Print Inspection and Repair Service maintained by our Laboratory.

Prints damaged and dirty through frequent screenings can often be given a new lease of life if sent to Graphic Films, 19 Fairmont, Ottawa.

All such prints are carefully inspected and cleaned. Minor repairs made, protective treatment applied. If they find damage beyond repair in some print, they salvage as much as possible and notify you what reprint section should be ordered. Finally, as part of this useful service, you receive a brief report on the condition of all prints sent in for renovating.

Only a week need be allowed for this service and the cost of "putting your best film forward" is very modest indeed. For either black and white or colour, it's only:

400 foot reel	$2.50
800 " "	3.75
1200 " "	5.00
1600 " "	6.25

One other point about prints: Moe Beauchamp of our Traffic Department wants you to know that part of our regular customer service is to handle consignments of the prints we make to all parts of the world -- with complete customs documentation for fast clearance at the other end.

In the last little while Moe has shipped prints for customers direct to Hong Kong, Hamburg, Cyprus, Muenchen, Panama, Helsinfors, Tokyo, Melbourne, Lisbon, Stockholm, Wellington, San Juan, Geneva, Caracus, Tehran, Cape Town, Accra, Antwerp, Port Said, Tripoli, Tasmania and Nairobi. Shipments and papers to London and Paris are just routine jobs these days, says Traffic. A moon shot with a print would be reel fun.

GEORGE HEES, PLEASE NOTE --

Steadily building, in our own small way, a U.S. export trade in sponsored films. Y.C.D.B.S.O.Y.A. Just finished, with Ken Campbell, three films on Ecology for the International Film Bureau of Chicago (our twenty-fourth picture for I.F.B.!) In production -- an unusual film on drug addiction for Winthrop Laboratories of New York. Also in production, for shooting next week on the Ann Arbour campus of the University of Michigan, our film for the Inter-Varsity Christian Fellowship, Chicago.

MEMO TO MONTREAL

If this was a formal release, we would start by saying that the appointment of Arnold Shuster as Regional Manager in its expanding Quebec Market is announced by Graeme Fraser, Vice President of Crawley Films.

Then we'd go on to mention that Arnold has a degree in both Arts and Commerce, is a professional accountant experienced in systems and procedures. As a university lecturer in Business Administration and a practical businessman with a knowledge of public relations, we know he will be of value to customers in Montreal and Quebec. A bilingual supervisor with the Red Cross Water Safety Division, he has held several national swimming records.

But really we just want to say that for any Crawley service, call Arnold Shuster at our Montreal office, 1467 Mansfield, AVenue 8-2264.

No, not related to Wayne and .....

WILLIAM O'FARRELL - LABORATORY MANAGER

After thirteen years with the company, William O'Farrell takes over as Manager of Graphic Films, our Laboratory subsidiary, which now prints some 2,500,000 feet a year. Over the years Bill has held nearly every position in our Lab -- in charge of Printing, Processing, Timing, Inspection -- and for six years he was Assistant Laboratory Manager. Just completed a year as Assistant to Production Manager Tom Glynn, which will aid him greatly as liaison between Production and Laboratory services.

Glenn Robb, for eight years in charge of Timing and Inspection, becomes Assistant Laboratory Manager at the same time.

We are very pleased to retain the technical counsel of Ivor Lomas too. Becoming Technical Director of the Ferrania Division of the Viditon Corporation next month, his advice on Quality Control, new stocks and new equipment will be available to our Laboratory as required.

These promotions from within of Bill O'Farrell and Glenn Robb remind me that our 22 key executives, department heads and producers have an average service of more than ten years with the company -- most unusual in such a volatile industry as filmaking!

Also interesting to note that Crawley alumni who learned film here are now located in key positions in the CBC, NFB, private television and film production companies across Canada, in the United States and abroad. Some are now independent operators or have started their own companies. Film production just cannot be learned at school and we intend to expand our program of training on the job.

TAKE FIVE

Reporting on the results of TV programs carried in classrooms, the special committee of the Ontario Teachers Federation said that "television has a place as an educational medium but it has not matured sufficiently to indicate its true position. A similar expenditure of money and time on film libraries and subject consultants would have been more valuable" ..... the reason a dollar won't do as much as it once did, is that people won't do as much for a dollar as they once did ..... Canadian Film Awards presentation luncheon this year at Toronto's King Edward Hotel, May 13th ..... American advertisers spent $74 million producing TV commercials last year of which $8 million went to tape, the rest to film ..... Folk Singer Pete Seeger at the studio recently mentioned that life is very short and art is often much too long ..... agreed.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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H-105-5

CRAWLEY
OMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March twenty-seventh, 1961

"Don't bring me anything but trouble -- good news weakens me".

— Charles Kettering

FIFTEENTH YEAR

As I begin writing "Crawley Commentary" for the fifteenth year it is about time I thanked the creative man whose idea it was to start this little newsletter -- Robert Oliver, now Director of Advertising and Public Relations for the Bank of Nova Scotia.

Reaching (perhaps even read by) 4600 executives across Canada, the Commentaries over those years total some 180,000 words, the equivalent of three book-length novels. Better I shoulda wrote the novels, eh Bob?

FILMS AND THE B.B.G.

As a service to our clients we have filled out B.B.G. Canadian Content Application Forms for 326 Crawley motion pictures which may appear on Canadian TV stations in the future.

The Board of Broadcast Governors has processed and assigned a Canadian Content Number to each film and we have passed the number on to the sponsor or distributor.

In view of the keen interest of TV stations in good, free, public service films to help build the Canadian content of their programming, it is most important that sponsors contacting stations with free films notify them of the Canadian Content Number of each such film.

IN THE MOO-D

Associated Press reports that a group of dairymen in Maine were wondering how to keep their cows more contented during the winter months they spend in the barn. So they showed them movies, and got a surprising reaction. The cows mooed at the sight of alfalfa fields and mooed even louder when bulls appeared on the screen.

INTERESTED IN YOUR HEALTH AND WELFARE

The excellent new National Health and Welfare 16mm Film Catalogues (all 190 pages) now available from Information Services Division, Department of National Health and Welfare, Ottawa.

Noted that no less than 43 of these films are Crawley productions. Now shooting a new motion picture for the Department -- THE NEW BABY.

CARLETON UNIVERSITY,
Ottawa, Canada,
6th March, 1961.

Mr. F. R. Crawley,
President,
Crawley Films Limited.

Dear Budge:

You may have heard that when the premiere showing of CAMPUS ON THE MOVE took place at Carleton University, Saturday, 25th February, the audience -- all members of the university faculty -- spontaneously broke into applause when the final credits flashed on the screen.

We have heard very good comments on the film from others who have seen it since. I do wish to congratulate you and Peter Cock and the other members of your staff involved on a very good job. We much appreciated the final drive to have the first print ready for our Open House.

Yours sincerely,

A. DAVIDSON DUNTON,

President.

This was a most interesting film for us to do -- and for you to see. A wartime night school in borrowed quarters becomes a full-fledged university on a magnificent 130 acre campus. If you are interested in Canadian education -- in the dramatic story of the growth of a Canadian university -- you should request the 26-minute 16mm colour film CAMPUS ON THE MOVE from the Information Officer, Carleton University, Ottawa.

It is being shown to graduates, high schools, service clubs, and a variety of other community groups besides being programmed on Canadian TV stations.

TAKE FIVE

Hye Bossin of Canadian Film Weekly tells of two drunks who wandered into a zoo and stopped in front of the lion's cage. "Let's go", said one. The other shook his head. "Go ahead", he told his pal, "I'm going to stay for the movie" ..... 115 entries from 37 entrants in the Annual Canadian Film Awards competition this year -- 54 judges now at work selecting the winners ..... the new film editing technique known as the "tiger cut" was actually originated by our own producer Rene Bonniere when he was learning film production in Paris ..... Canada has 84 TV stations with eight more coming up ..... on U.S. TV four of the six most popular shows are still Westerns ..... as this newsletter begins its fifteenth year we'd get a lift if you felt like filling out the enclosed and tossing it into your OUT basket. Many thanks!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

Mr. Graeme Fraser,
Vice President,
Crawley Films Limited,
P. O. Box 3040,
Ottawa 3, Canada.

I find Crawley Commentary interesting ____________ useful ____________ useless ____________

We're not addressed correctly ______ please change

from ______________________________ to ______________________________

______________________________ ______________________________

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I suggest you write something about -

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Please send me information about --

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Comments ____

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Name ______________________________

Title ______________________________

Organization ______________________________

Address ______________________________

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June fifth, 1961.

Q. What should a film cost per minute?
A. What is a girl worth per pound?

CANADA LANDS HUGE ANIMATION CONTRACT

Video Crafts International of New York (makers of the successful Pinnochio TV series) has signed Crawleys to produce 130 five-minute full cartoon motion pictures in colour for world TV release -- "Tales of The Wizard of Oz".

While for many years our Art Director Vic Atkinson has had a busy Animation Division here, for this series we are now recruiting Canada's best animators from all across the country. Forty artists will be required to produce these films in a year and a half.

The voices of Rusty the Tinman, Dandy the Cowardly Lion, Socrates the Strawman, Dorothy and the Munchkins are being recorded in Toronto at RCA under the direction of Bernard Cowan.

Further series are already being planned and apart from giving us a great deal of specialized animation experience, this contract could be the beginning of a significant new Canadian industry.

TEA FOR TWO --TWO MILLION THAT IS

Six years ago, Salada-Shirriff-Horsey commissioned TEA, a quarter-hour colour film on the history, processing and preparation of tea. French and English versions were provided to the National Film Board, provincial departments of education, homemaker clubs and Canada's television stations.

Today, Ken Sharpley of Salada-Shirriff-Horsey tells us that TEA has been seen by one and one-half million Canadians and the company has had a good deal of praise from viewers.

Even more striking is the fact that the film appears to be going the rounds again. Cleared by the BBG (No. C-155) as 100% Canadian content, it is still heavily in demand and one day will pass the two million mark.

There is a wealth of economical, highly effective distribution in Canada for public relations and sales promotion motion pictures. And incidentally, we are now at work for Salada-Shirriff-Horsey on a new film.

TAKE ME TO YOUR LEADER

In response to numerous inquiries (well, several anyway) yes, our Lab does have 16mm white leader for sale to libraries or sponsors. It's 1½¢ per foot in 1200 foot reels. For friends we'll break a reel. But specify whether single or double sprocket.

And speaking of the Lab, now's a good time to send in your prints for cleaning, repairing and rejuvenating. Some sponsors send us their whole library every year.

DE OPEN LETTER TO AN ACCOUNT EXECUTIVE

You worry me. Why do you ignore that million dollars a year? What million dollars a year? Commission on the gross invested by Canadian advertisers in film production and prints.

Sure you handle some of it -- most of the TV commercials and an occasional motion picture. But the great bulk is billed direct to the advertiser. Is this our fault? I don't think so. Time and again we've made a proposal to an agency. Later, because we believed in it, we've gone to a marketing director, an advertising manager, a PR director, a president.

Often they spark to the possibilities. They know the tremendous power of the audio-visual medium -- the potent combination of picture, motion, sound, colour and drama. They know the thousands of organized groups across Canada seeking sponsored films. They know how frequently our TV stations use free films as interesting, useful programming with Canadian content. They know a good film has tremendous impact, 100% readership and is active for many years. And they know that the cost per thousand viewers per minute on many films is below $1.50.

In this visual world in which we live and do business, more films are made for more advertisers every year. Many have reached a million Canadians with one 27-minute film. That's 27,000,000 minutes of concentrated attention! Often at a cost of 1/5¢ per minute!

Our own company alone has worked for half the members of A.C.A. Our own company alone has billed over $100,000 for many advertisers. No problem about commissions. We bill net and agencies add their fee or their 15%. In the United States many extensive film programs are run by agencies. But in Canada it's still the exception.

We like working through agencies. We want our films to be an integral part of the whole marketing or public relations program. Why not work with us for the benefit of your clients as you work with newspapers, magazines, radio, TV, outdoor?

Film is a fast growing medium in this country -- it has more than tripled its billings in the last eight years. Film, Mr. Account Executive, is a nice little band wagon on which to hop. Some agencies are on it now, enough for us to call it a trend. Among your accounts are some which should be using celluloid. Why not get the credit?

Want information on production, distribution, promotion, budgets? Call Bill Kennedy in Toronto, Arnold Shuster in Montreal, or me if you like. Watch us go to work with you for your clients.

TAKE FIVE

NFB has prepared a useful list of the most-needed subjects for new sponsored films -- copies available from Crawley offices ..... Producer Peter Cock gets paid for fishing for Arctic Char this July -- it's a new sponsored film designed to bring tourists to the N.W.T. .... which reminds me (reminds me, he says, he was frantically reaching for a peg to hang it on) that WATERS OF THE WHITESHELL, our eleventh film for the Government of Manitoba, won the Award of Merit for Travel and Recreational Films produced in Canada last year ..... Awards are nice -- we're grateful for our 120 -- but our real concern is that when the lights go up the audience won't just say "What a great movie!" We want them to say, "Maybe they've got something there".

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May first, 1961

DEFINITION OF PUBLIC RELATIONS

"Good performance, publically appreciated, because well communicated"

--Fortune

HOW MUCH DOES AN INDUSTRIAL MOTION PICTURE COST?

That's like asking, "How much does a car cost?" without specifying make and model. Depending upon the time, people, travelling, props and a million and one other variables involved, the cost of an industrial movie may range from a couple of thousand dollars to a couple of hundred thousand dollars.

The important thing isn't how much a movie costs, it's how much a movie is worth. And it is a proven fact that motion pictures are the cheapest means of reaching the greatest number of people.

A film is actually seen by all members of an audience, but how many of the people leafing through a newspaper or magazine see all the ads? The motion picture is the most valuable of all visual media.

--Morris Gordon, Western Electric

THANKS -- YOU'RE WONDERFUL!

Amazed and pleased by the literally hundreds of executives across Canada and abroad who took the trouble to fill out and return the reply sheet last month.

Heard from many old friends, garnered many new ideas, cleaned up our mailing list and bashfully accepted numerous compliments on the strength of character required to parlay this simple newsletter into its fifteenth year.

It will take a while to answer all the requests for specialized information but fortified by Crawley Cocktails (see recipe below) we're working on them.

FLASH TO ADVERTISERS, AGENCIES AND TV DISTRIBUTORS

When you want TV series or sponsored films dubbed into French -- call Bill Kennedy in Toronto or Arnold Shuster in Montreal.

We are helping to set up SYNCHRO-QUEBEC, a first-class Montreal dubbing operation for accurate translations, careful casting, precise recording, sensitive mixing and quality release prints.

The SYNCHRO-QUEBEC team have the experience of dubbing 375 films for French Canada. The quality is high and the budgets are reasonable for live action or cartoon series, for commercials or documentaries.

ONTARIO HOSPITAL SERVICES COMMISSION

2195 Yonge Street,
Toronto 7, Ontario.

Mr. Graeme Fraser,
Crawley Films Limited,
Ottawa 3, Ontario.

Dear Graeme:

We are pleased to have the French version of A SIMPLE DETAIL. It is extremely well done and will prove very helpful in the French-speaking areas of Ontario.

The English version has now been in use for about nine months and we have heard nothing but good of it. Close to 300 audiences of all types have seen the film since it was made and everywhere it is shown it is enthusiastically received. Including the use which has been made of it by practically every television station in Ontario, A SIMPLE DETAIL has reached a total estimated audience of over 900,000 Ontario residents.

We consider this film an important part of our continuing public education programme.

Yours sincerely,

"A. GEORGE FERCHAT"

Manager - Public Relations.

Thank you, George Ferchat, for this interesting case history. With the wide demand by TV stations and community groups for good Canadian-content public service films, the French and English versions of A SIMPLE DETAIL can hit an audience of two million. Enclosed for Ontario readers is a request form for the film.

TAKE FIVE

If you want a job done, give it to a busy man -- he'll have his secretary do it ..... and if you want very complete information in one book on Canadian TV stations, advertising agencies, producers, laboratories, research, talent, equipment, films for TV, etc., send % $3.00 for THE TELEVISION AND MOTION PICTURE FILEBOOK to 2533 Gerrard Street East, Toronto ... busy film week in Toronto beginning May 7th with S.M.P.T.E. International Convention at the King Edward followed by the Annual Meeting of Canadian Producers on the 11th and Canadian Film Awards presentation (J. Alphonse Ouimet speaking) on the 12th ..... our R.C.M.P. TV series, now playing in 100 U.S. cities and in the BBC's Top Ten, subject of the lead article in March 18 TV GUIDE with its 6½ million circulation ..... pleased that Modern Talking Picture Service, world's largest distributor of sponsored films, is opening up here -- another indication of the steady growth of the film medium in Canada.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

*RECIPE FOR CRAWLEY COCKTAIL

To 1000 titles, add 100 enthusiastic people, five centuries of combined experience, three million feet of film shot, 120 awards and a dash of bitters. Just stir gently -- never has to be shaken -- always ready to serve.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

July tenth, 1961.

YANKEE - COME HERE!

What brings Americans to Canada?

A Canadian Government Travel Bureau survey of 15,560 U.S. visitors asked, "What influenced you to vacation in Canada?" A whopping 22% reported films as an influence! Another 9% listed television, which probably meant films on TV.

Last year almost 6,000,000 Americans saw films on Canada in direct screenings. Millions more saw Canada on film through 2,500 telecasts, many in colour.

This is the result of the unique work of the Canadian Travel and Wildlife Film Program, jointly sponsored by the CGTB and NFB, by which 6,000 prints of 174 titles are distributed through 560 U.S. outlets. A special TV library in New York loans 690 prints of 66 titles free to all U.S. television stations.

The Program actively seeks suitable new Canadian travel films and for many organizations, this spells opportunity. Our ROCKY MOUNTAIN TROUT alone, for instance, has been seen by 2¼ million Americans not including television.

Incidentally, did you know that 80 travel promotion films have come out of Crawley studios for sponsors in ten provinces and eight countries?

FRENCH VERSION, ANYONE?

Increase the value of your film at least 50% by having Synchro-Quebec skilfully produce a dubbed French language version. Costs much less than you'd think. We'll gladly quote on any French version -- synch sound, voice over, animation -- a sponsored subject, a TV series or a commercial.

TAKE FIVE

Canada's Centennial is only 65 monthly paydays away and it's not too soon to discuss your Centennial film plans ..... anyone know of more attractive place names in Canada than Elephant Breath, Alberta, or Go-to-Hell-Bay, Newfoundland? ..... executive ability is the capacity to decide quickly and get somebody else to do it ..... Ontario (91%) has been overtaken in percentage of TV homes by Quebec (93%) ..... 87% of all Canadian homes are now TV homes and Windsor, Ontario has an unbelievable 99% set ownership ..... golf is a game in which a ball 1½" in diameter is placed on a ball 8,000 miles in diameter -- object is to hit the small ball, but not the large one ..... for those sponsors with their own film-can labels: send us some blanks and we'll put them on all future print orders instead of our own ..... remember that U and I are both in BUSINESS but U come before I ..... Department of Unnecessary Information: your 20-minute 16mm film is a piece of silver-coated cellulose, five-eighths of an inch wide and one-seventh of a mile long, containing over 30,000 individual pictures ..... if you are interested in a Catalogue of Entertainment Films for Children (500 selected features and shorts available in Canada) it's only $1.00 from the Canadian Film Institute ..... just heard of a place where there is 100% employment -- a land free of labour disputes, and where the climate remains uniform the year 'round. Its name? Siberia!

IN THE GOOD OLD SUMMER TIME

It's another of those busy Crawley summers and producers and directors are criss-crossing the country for our customers.

F. R. Crawley has just returned from the Western Arctic and Vancouver and heads for Winnipeg to produce our thirteenth consecutive Canadian Open Golf film. Tom Farley back from locations in Ohio, Toronto and Montreal, while Louis Lemkow has been on location near Montreal and now at Chalk River. Jim Turpie has been shooting in Windsor, Sarnia, and in the U.S.

Rene Bonniere now at Port Burwell on Ungava Bay for three weeks with the Eskimos, then off to the Lakehead and Michigan. Peter Cock is on Great Slave Lake or Great Bear Lake or the Arctic Coast doing a fishing film. Sally MacDonald is working with mining interests at Atikokan and aiding with Nova Scotia's travel film program.

George Gorman, back from location in the Atlantic Provinces, is directing on the stage. Judy Crawley has gone back 150 years to shoot the Battle of Chrysler Farm at the Upper Canada Village on the St. Lawrence. Naturalist-Cameraman Ken Campbell developing webbed feet as he travels around the country producing a series of Ecology films.

Meanwhile, back at the ranch, Tom Glynn is knee-deep in animators, background artists, inkers and tracers as he co-ordinates the production of 130 or 260 animated cartoons -- TALES OF THE WIZARD OF OZ.

As much as these production schedules will permit, the studio and laboratory will be closed for vacation July 21 to August 8. Tennis, anyone?

And have a good relaxing holiday yourself this Summer won't you? Montreal Manager Arnold Shuster, elected Provincial Chairman of Quebec's Red Cross Water Safety Service, keeps reminding us that real water enjoyment comes through observing simple safety rules. Take good care of yourself -- may be later than you think.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5 c.2

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August twenty-eighth, 1961

GRAPHIC FILMS - PRODUCER TO THE PRODUCERS

You are, or you have, a cameraman. Your footage has been shot at sound speed. Perhaps you have rough edited it. What next?

This is where you call on the services of our associate company, Graphic Films. Headed by experienced people like Bill O'Farrell, Glenn Robb, Sally MacDonald and Ron Kennedy, they will do as much or as little of your film as you wish. Behind them are the quality experience and full facilities of Crawleys, Canada's largest and oldest producer of sponsored films.

Some experienced producers want just an edge-numbered work print and then a custom sound track and their prints. For other customers we may edit completely, title, add an animation sequence, perhaps shoot a synch sound opening, then record with a professional narrator, add any necessary music or sound effects and deliver the required number of prints.

Typical Graphic customers are industrial in-plant units, provincial governments (we've worked for all ten!), universities, hospitals, independent cameramen and smaller film producers all across Canada and abroad.

So if your organization has some footage that should be turned into a complete sound motion picture (any length, colour or black & white) we'll be glad to give you an economical price based on your specifications. Just send us the facts or the footage -- no obligation of course.

FILMS ON CHILD AND ADOLESCENT DEVELOPMENT AND ON HEALTHFUL LIVING

Thought you might like to see the enclosed list of 32 motion pictures and filmstrips we have made for McGraw-Hill.

Film libraries, universities, departments of education, religious institutions and other organizations are purchasing many prints of these useful made-in-Canada subjects. Thanks for passing the list along to any group you feel should know about them.

TAKE FIVE

"Is that Dominion Bridge?" "Yes". "How many points do you get for a Little Slam?"..... 36 artists and animators now at work here on our big WIZARD OF OZ cartoon series but there are still several vacancies for key animators if you know of one in Canada or abroad please tell him -- or us ..... about 100,000 individual drawings will be required for this WIZARD series ..... St. John Ambulance branches have a new Crawley motion picture (in English or French) which teaches in ten minutes the MOUTH-TO-MOUTH METHOD OF ARTIFICIAL RESPIRATION .... of the 177 subjects in the Canadian Government Travel Film Library in the U.S., an amazing 45 (or 25%) have come out of you-know-what studios ..... the average non-theatrical film audience is now 52 people ..... RCMP TV series sold in thirteen countries so far ..... luxury is anything that costs more to sell than it does to make ..... usually accurate Marketing last month promoted Toronto Manager Bill Kennedy to "President" -- well deserved too because Bill is doing a stand-out job for customers in Toronto and Western Ontario and if you have any queries as to how a film can help you, just call him at HUdson 5-0325.

THE CANADIAN ARTHRITIS AND RHEUMATISM SOCIETY

900 Yonge Street

Toronto, July 11, 1961

Dear Graeme Fraser,

It has now been something over two months since the premiere of our new professional film THE PREVENTION OF DISABILITY IN RHEUMATOID ARTHRITIS. During this time we have had many enthusiastic comments about this, our first venture into films for professional education.

Two or three decades ago, a patient with rheumatoid arthritis was in danger of getting little or no treatment, of coming to understand that "nothing can be done". Today, thanks to increased research, there has been a steady improvement in methods and standards of patient care. This film, designed primarily for showing to the medical profession, and produced under the direction of the National Medical Advisory Board of this Society, covers latest developments in the treatment of this crippling disease. The many details are presented with the force that only actual demonstrations can give, and many special techniques and procedures needed to deal with problem situations are illustrated.

The assignment to produce such a film was not an easy one and I am sure that the successful result is due in no small part to the skill and understanding of the Crawley team headed by Peter Cock.

It is our ultimate ambition to have every doctor in Canada see the film and the reports from the field are that we have made a good start in the short time it has been available.

We are grateful to The Bayer Company for their generous contribution in making THE PREVENTION OF DISABILITY IN RHEUMATOID ARTHRITIS possible, and we hope that this film will be the forerunner of others as there is no doubt of the importance of audio-visual aids in the program of this Society. The film is now available from our National Office and from any of our eight Provincial Divisions across Canada for showings to doctors, medical students, nurses, physiotherapists, and occupational therapists.

Please convey our appreciation to all those at Crawleys who were involved in making this film, and with kindest personal regards,

Cordially,

CECILIA E. LONG
Director of Public Information.

Thank you, Cec Long, it's a pleasure to work with you!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

H-105-5

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

September twenty-fifth, 1961.

IF I WERE A FILM SPONSOR

An agency man asked me how I would buy if I were a film sponsor. After fifteen years of helping companies, associations and governments to invest over eleven million dollars in film production, it was an interesting and useful exercise to walk around to the other side of the desk.

Here would be my film production plan: First of all, with my associates I would think through and put on paper the answers to five basic questions --

1. What is the message to be conveyed?
2. Who is the message for?
3. What should the viewers do about it or how should it make them feel?
4. Is a film the best medium to accomplish this purpose?
5. Is now the right time to make it?

Next comes the selection of the producer which I would make on seven bases:

1. What broad general experience has he had in film making?
2. What specific experience has he had in the area of my proposed film (medical, safety, PR, training, education, animation, synch sound, TV, etc.)?
3. Does he have all facilities under his complete control or will he be sub-contracting many phases of our film and thus spreading the creative responsibility?
4. How stable is he financially? Can I be sure he will be in business until my production is completed?
5. Do his functionally-targeted films also "happen" to win awards?
6. Does he have a record of repeat business from a number of sponsors similar to us?
7. Can he show me films that I wish we had made?

Having selected the producer I would lean heavily on his experience and advice. I would try to give him enough time to do the job without rushing, enough budget to do the job without scrimping. And I would have available a budget for a sufficient number of prints and a little more for promotion.

I would assign one person in our organization for liaison with the producer and would tell him to take direction from no one else. And in addition, if necessary, I would give him a technical adviser.

Before the film was completed I would plan my distribution and promotion.

Finally, before I ran all my prints, I would have one or two "sneak previews" before audiences of the type for which our film was designed.

And now, a little reluctantly, I walk around to my own side, but it is good for both of us always to remember that there are two sides to your desk.

ARE YOU GETTING THE MOST FROM YOUR SPONSORED FILM?

Why are some Canadian films seen by several times as many people as others? Assuming that your film is well produced, appeals to a wide audience, and that you have a sufficient number of prints to cover the country, the answer is more adequate distribution and promotion.

From our experience in working with hundreds of leading sponsors since 1939, we have made up a Check List of 66 Ideas for Distribution and Promotion. Most of these apply to most films. Ask any Crawley office for your copy, check off the ideas you have been using, see what else should be done.

YOUR PRINTS ARE ON FILE

Like the Mounties and the FBI, your "prints" in Crawley's lab are kept on file indefinitely. Your priceless print materials are maintained in fire-protected quarters under controlled conditions for temperature and humidity.

And a lot of prints are made of Crawley productions. Prints of PR films are frequently purchased by libraries, school boards and other institutions.

Our lab records show that --

9 films are past the 185-print mark
22 " " " " 100-print "
35 " " " " 75-print "
48 " " " " 50-print "

Pleased to see so many Canadian sponsors so sold on the value of their picture that they really blanket the country and achieve maximum distribution.

TV DISCOVERS CRAWLEY

Many years ago Crawley discovered TV and more than half of our output is for that medium. Now TV seems to have discovered Crawley.

Alan Jarvis did a show on F. R. Crawley in his THINGS WE SEE program for CTV, then CBC did a profile on Mr. Crawley for SIGNATURE, then the French network ran an hour-long show on Crawley's French language production, then CJOH-TV interviewed Tom Glynn on our animation series, and Arnold Shuster of our Montreal office was on TV four times in a month.

Filmaking must be a glamorous occupation -- unless you're in it of course.

EXPAND YOUR CHEST!

As President of the Ottawa Community Chest, can't resist urging that whatever your city -- be your own generous self next month.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October thirtieth, 1961.

HAPPY ANNIVERSARY CBC!

November 2nd marks the twenty-fifth anniversary of our Canadian Broadcasting Corporation and we take this opportunity to wish them well.

It's been a pleasure to work with them throughout our two TV series -- R.C.M.P. and ST. LAWRENCE NORTH.

Trust we'll find ourselves working with them and for them a great deal during their second quarter century. Cheers, CBC!

TOUGH NEW BREED

For thirteen consecutive years we have been privileged to produce a complete colour sound film of the Canadian Open Golf Championship for The House of Seagram. And what's the thirteenth look like? Let's listen to Elmer Ferguson in his Montreal Star sports column.

> "It was a bit of genius that named the latest Seagram Gold Cup film TOUGH NEW BREED. This film, remarkably good even though rain fell steadily through the Canadian Open, brought into focus a new brigade of golfers seldom, if ever, heard from. They battled their way through mud, rain, soggy greens, did these newcomers, to shave 11 strokes off the score Ben Hogan had made on the same course years before. The Gold Cup show is a fine film!"

You can book it now for your golf, service or business club from Seagram's or from Modern Talking Picture Service, 140 Merton Street, Toronto 7.

A WIZARD GROUP OF ARTISTS

Where do you find the largest group of artists employed in Canada? A commercial art studio? An advertising agency? A large printer? Nossir, the largest group of artists in Canada -- 50 of them -- can be found at 19 Fairmont Avenue, Ottawa, hard at work on the 100,000 individual drawings of our WIZARD OF OZ TV Series, plus all the animation and titles of some fifty sponsored films that we produce each year.

And Tom Glynn, whose job it is to direct and expedite the quality colour animation of THE WIZARD, is now known to our animators as "Quick Draw Glynn".

WHEN FILMS GO TO SCHOOL

It is difficult for busy film libraries to keep track of leaflets designed by sponsors to be sent out with their films.

Fred Holliday, Saskatchewan A-V Director and a very knowledgeable man in his field, has one answer to this problem. He tells us there is a wise new trend to paste inside the lid of the film can a teacher's manual, an information sheet, or a sample introduction. He strongly recommends this idea to sponsors. In fact, our Lab performs this service (no charge) for some of our customers now.

RUSSIA WELL AWARE OF POWER OF FILM MEDIUM

Russian films are being shown in 122 countries and total attendance at screenings in Russia last year was four billion.

The 37 Russian studios produced 879 feature, popular science and documentary films, plus 1300 newsreels. In this visual age, democratic countries would do well to actively foster their film industries.

SOUNDS GREAT

Our Maurer 16mm optical recorder has just come back from New York re-designed to space age specifications and sponsors can be assured there is no better 16mm recording in Canada.

Tony Betts, head of the Sound Department, has designed and built two transistorized high-level portable mixers -- something coveted by sound men for years. Only nine inches long, weighing but three pounds, powered by penlight batteries. Their first uses were for special recordings of Algonquin and Iroquois Indian folk songs and for the difficult job of recording bird sounds. Tony says proudly that they really are for the birds!

Next time you are here in the studios ask to see through our six-room Sound Department, unique in Canada. See the two re-recording theatres, narrators' booths, transfer room for RCA 35mm and Maurer 16mm optical recording, seven Stancil Hoffman 35mm magnetic recorders, three big Rangertone tape recorders, two Tapak sync recording units for field work, Ampex stage recording console, disc recorder, our fully-equipped sound truck, assorted booms and mikes and special accessories -- even a comprehensive music and sound effects library. It's a very sound operation.

FIVE-SECOND ITEMS

One reason for the rapid growth of audio-visual education -- the amount of knowledge necessary to equip a person for his life's work is doubling every 25 years ..... U.B.C. repeating its course in film production ..... Dave Astor reports that ever since they put those "Smokey the Bear" ads in the New York subways there hasn't been a single forest fire in Manhatten ..... if you would like a table to quickly convert 16mm or 35mm lengths into minutes, ask any Crawley office ..... there's a new kind of deodorant on the market called VANISH -- after you rub it on, you disappear completely and nobody knows where the smell is coming from ..... if you drive, don't blink 'cause when you do you're blind for 90 feet at 60 MPR ..... many of the items covered in these little newsletters are the result of queries and suggestions from readers -- what would YOU like to have us write about?

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December fourth, 1961

EXPORTING FILM PRODUCTION

Exports are so vital to the Canadian economy, you may be interested in our experiences abroad. In fact several readers have suggested we tell you about them. The Canadian market is not large in our type of business and for some years now we have been working hard to develop a significant export trade.

Educational and industrial film sponsors in the United States have contracted with us for nearly 100 custom-made films. There have been 35 for McGraw-Hill of New York, 25 for the International Film Bureau of Chicago, eight for Encyclopaedia Britannica. Other U.S. customers include Vance Sanders and Company of Boston, Raleigh Cycle Industries of Boston, Reddy Kilowatt of New York, G. E. Research Labs of Schenectady, Coronet of Chicago, the Grenfell Association of America.

Just finished is a film on drug addiction for Winthrop Laboratories of New York. Almost completed is the first motion picture ever made for Inter-Varsity Christian Fellowship, headquartered in Chicago. We shot it on the University of Michigan campus at Ann Arbor.

We've made four films for Silva Inc. of Sweden, produced a training film for the All Island Banana Growers' Association of Jamaica, worked for a number of English, Swiss and German companies.

DEC - 4 1961

Another phase of our international business has been to produce films to sell Canadian goods abroad. For such companies as Aluminium Limited, The House of Seagram and Brazilian Traction, our camera crews have flown to Wales, British Guiana, Colombia, Venezuela, Panama, Trinidad and Puerto Rico. For McGavin's Bread of Vancouver we once shot a film in the French Alps.

Many of these films have been multi-language. A film for the Canadian Wheat Board had six versions -- French, German, Spanish, Italian, Portuguese and English.

Though our main business is making sponsored films, we (like you) attempt to diversify to keep costs low. So a recent development has been the production of television series for the world market.

The 39-episode R.C.M.P. played first in Canada (both CBC networks), England (BBC) and Australia. So far NBC Films has sold it in 123 U.S. markets. Fremantle International has already made sales of R.C.M.P. in the Argentine, the Philippines, Iran, Nigeria, Rhodesia, Western Germany, Puerto Rico, New Zealand, Uruguay, Peru and Hong Kong.

Our documentary series ST. LAWRENCE NORTH has been sold by the CBC in Italy, Australia and West Germany, with other sales pending. And now we have recruited 50 artists and animators from all over the country and are at work on THE WIZARD OF OZ, Canada's first cartoon series for international television.

We think this record indicates some very real possibilities in the export of Canadian film production. A serious drain on Canada's finances is the steady, unhindered flow of film dollars to Hollywood, New York, London and Paris. Comparatively little in the way of film sales money has been flowing back into Canada.

We have been working and selling in the international market-place as hard and as intelligently as we know how to do. We'll continue to do so. But we now suggest that the time has come for the Government to take a long look at the possibilities of Canadian film production as an exporting industry and as a vital link in our program of Information Abroad.

Every other country of any size feels its motion picture industry is important, worth fostering and developing. They aid their movie makers with quotas, special loans, tariff barriers, blocked funds, subsidies.

Canadian producers do not have these supports -- unlike their counterparts in other countries, they lack even the opportunity of making many of our Government's films! In most countries the largest single sponsor of films is the federal government, and this work along with films for industry, provides a firm base on which an entertainment film industry can be built.

Here in Canada the CBC has no Canadian entertainment film series on its English language network this fall. And many CBC filmed shows are produced internally. The National Film Board itself produces virtually all informational films for Government -- in the last five years out of 513 new NFB films, only 10 were contracted out to the entire Canadian industry from coast to coast.

We do not believe in running to the Government and bleeding all over Parliament Hill. But this is not the way to foster a flourishing, competitive, representative, industry.

We happen to like making films. And corporations and associations who have employed us to produce more than 1000 sponsored productions seem to like the results they get. Canada takes no back seat when it comes to industrial and documentary films.

But the economic fact of life is that the Canadian producer of a theatrical feature or a TV series is fortunate to get fifteen per cent of his costs from the Canadian market. He must produce for the world -- and in competition with the world's best.

If the celluloid balance of trade is to be turned and Canada is to become a significant factor on the world's TV and theatre screens, Canada's energetic film industry needs some real cooperation -- and on the highest level -- and soon.

* * * * * * *

We've never done a Commentary on this subject before. Hope you found it interesting. But more important, hope you and yours have a wonderful Christmas season. In these days of crisis, the simple Christmas story becomes more and more meaningful.

With all the best from all of us at Crawley's.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January eighth, 1962

"The ultimate of sophistication is simplicity itself"

--Sir Isaac Newton

THREE CASE HISTORIES

- from an article by Dean Walker in INDUSTRIAL SALES/PROMOTION, "Canada's Industrial Marketing Magazine".

The motion picture, as a sales promotional tool for the industrial advertiser, has several uses. Initially, of course, there are public relations advantages, but now many Canadian industrial companies are using film for hard-sell presentations.

Aluminum Company of Canada needed to show a small group of influential people in the petroleum industry just what aluminum pipelines could do for them. The company explained: "This wasn't a message that could be carried in a briefcase. Oil men had to be shown rather than told that aluminum met all their requirements." So film seemed the answer.

PUT THIS IN YOUR PIPE, a neat 18-minute film by Crawley, cost $15,000. Its story opens with a request by oil engineers for a 14-mile pipeline to bring water from the Saskatchewan to Alberta oilfields. It then shows the company's research facilities and installation teams smoothly in action and proved, sure enough, that aluminum pipeline can do a good job.

"The film," says the company now, "has been widely seen by oil executives and engineers throughout the world, as well as by chemical engineers, investors interested in oil stocks and customers for aluminum products." The 25 available prints are distributed by the Group's sales promotion and technical staff.

Union Carbide Canada Ltd. sells architects on the beauty and utility of stainless steel for interior and exterior work in its 22-minute colour film, STAINLESS STEEL IN ARCHITECTURE. This shows 32 building showpieces all using stainless steel, in the eastern U.S. and Canada. The film, the first Union Carbide has made in Canada, was turned out by Crawley Films with a script by Alan Jarvis, who appears in and narrates the movie.

Union Carbide promotes its film to architects' association chapters and it has already been screened by all architects' groups in the Maritimes, on TV stations there, and on Telemeter pay-TV in Ontario.

When Canadair developed its Forty Four aircraft, specifically designed to carry a large payload for long distances, the company had plenty of sales features to talk about. Among them: A swing tail for easy loading and a fully mechanized cargo loading system.

A great deal of sales literature had been devoted to these subjects and a great many presentations had been made to leading airlines around the world. However, the only audio-visual techniques used at these presentations had been 35mm slides or flip charts. What was needed was a presentation that "moved" - that showed the plane in action. This was particularly necessary since it was impossible to transport the plane itself all over the world for demonstrations.

The film had to be prepared by a professional company. While Canadair possesses a large -- and efficient -- photographic section, its facilities were not great enough to cope with a full-fledged motion picture. The final movie, made by Crawley Films, did include some Canadair-shot footage, however.

Crawley's were chosen because they had some working knowledge of aircraft -- and the working relationship between both companies was excellent. Even though the film was shot with a tight schedule, Crawley's withstood delays caused by technical problems with equanimity. When the picture had been nearly completed, Canadair was suddenly faced with several very important presentations for which the film was urgently required. Under normal circumstances Crawley's would have needed another month to complete their work -- but they did the job in approximately ten days.

The sixteen-minute film includes animation with a strong impact message, footage establishing the corporate image, coverage of landing and taxiing and take-off, as well as complete illustration showing loading and unloading. The finale of the film repeated the strong introductory message.

FOOTAGE FOR TV

From time to time we sell sponsored film footage to TV networks and stations here and abroad. This, of course, is done only with the specific permission of the sponsor of the film and our practice is to share the revenue 50-50 with the sponsor.

Rarely is there a great deal of money involved but it is always nice to have a credit entry in your advertising or PR accounts!

So we suggest that sponsors direct such requests to their producer. We can negotiate on your behalf, protect your precious original, run off a dupe neg of the material required, do our best to ensure that it is used to your maximum advantage, and pass on your share of any revenue obtained. Good idea?

TAKE FIVE

Give some thought: If you died tonight would anyone be able to straighten out the mess you're making? ..... another awesome thought: one out of every six people who ever lived are alive today ..... DBS reports that the 1960 gross revenue from Canadian private film production leaped 21% over the previous year ..... for several customers we've been making French language versions of sound slide training films from the U.S. -- very inexpensive but very effective ..... the decided trend to the use of colour work prints has made it possible for our lab to cut their cost ..... a co-ordinator is a man who has a desk between two expediters ..... Canada now has 228 TV sets per 1000 of population ..... the world has 1600 TV stations in 83 nations, 600 of them in the United States ..... Volume 1, No. 1 of CANADIAN CINEMATOGRAPHY magazine from 2533 Gerrard Street East, Toronto 13 ..... do come and see us when you're in the Capital -- wall-to-wall red carpet spread just for you throughout 1962.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February twelfth, 1962

A GAIN AGAIN

Our annual report shows that 1961 was another busy year for our customers and for us. 72 complete motion pictures rolled out of our studios, while our Producers' Services did the completion work on 35 more. That's better than two new pictures every week! In addition, the TV Division completed a flock of new commercials and there were dozens of other smaller jobs.

As a matter of interest, the average sponsored film ran 22 minutes and 32% of them were in French, while 80% in colour.

This was the year we pioneered Canada's first cartoon series, THE WIZARD OF OZ, and our Laboratory, Graphic Films, made some two million feet of Guaranteed Quality Prints, mostly in colour.

As ever at Crawley's, variety of sponsor and the job to be accomplished were the keynotes of the year. We helped our customers to sell, inform, educate, train, demonstrate and dramatize their goods and their services at home and abroad. Some of the films were big, broad-canvas pieces, designed for the millions. Others were very direct jobs for very special audiences. And many were simple, streamlined, low budget jobs, for we make a lot of "compacts" too!

Just look at the variety of clients for whom we completed effective film production assignments last year alone!

MEDICAL AND HEALTH - Department of National Health & Welfare, Ontario Hospital Association, Ontario Hospital Services Commission, Abbott Labs, Winthrop Labs of New York, Red Cross, St. John Ambulance, Canadian Arthritis & Rheumatism Society, Canadian Cystic Fibrosis Foundation.

EDUCATION - Carleton, Saskatchewan and Ottawa Universities, Toronto Board of Education, Metropolitan Toronto and Region Conservation Authority, International Film Bureau of Chicago.

GOVERNMENT AND CROWN CORPORATIONS - CBC, Central Mortgage & Housing Corporation, National Capital Commission, National Defence, Nova Scotia, N.W.T.

NATURAL RESOURCES - Abitibi (pulp & paper), May & Baker (agriculture), Caland Ore (mining).

POWER - Canadian Electrical Association, Ontario Hydro, Quebec Hydro, C.G.E.

OIL - B-A, Imperial, Shell.

TRANSPORTATION - C.N.R., T.C.A., Canadair, Pratt & Whitney Aircraft.

FOODS - Clark, Salada, Kraft, Pure Spring Gingerale.

ENGINEERING - Dominion Engineering, Production Engineering Research of Great Britain.

MANUFACTURING - Avon, IBM, Union Carbide, Fixo-Flex of Germany.

SPORTS - William's Lures (fishing), Seagram's (golf), Frontier Fishing & Hunting.

And we worked for Metropolitan Life and Weekend Magazine, the Canadian Legion and leocraft of New York, the Canadian Wood Development Council and the Canadian Welfare Council.

For eight of these customers we have made a dozen films or more. 60% of them are old customers. For a healthy 40% we have had the privilege of completing our first film. Old or new, however, we pledge ourselves to use all our experience and facilities to make their films truly effective!

GO WEST YOUNG MAN

This I am planning to do next month. Still feel young. Any Westerners want to talk film needs, film ideas, film uses, film prices, films?

THE PERSONAL TOUCH

As one of the leading producers of sponsored films in North America we are sometimes asked just how Crawley's maintain a consistent level of personal creativity and quality control in each film.

The answer is simple. When your assignment comes into the studio (and often much earlier) its special needs become the personal responsibility of the best suited of our eight producer-directors.

He in turn selects the required skills from among 100 experienced specialists -- in writing, directing, set design, photography, lighting, art, animation, sound recording, music, editing, lab work, and so on. This is your team. At their fingertips they have three quarters of a million dollars worth of the most modern equipment and facilities.

One highly experienced, professional producer shapes and completes your film from script right through to final print. It is his responsibility that your film reaches the screen with the technical quality, dramatic impact, and lasting effectiveness which are our constant aim.

"TOP OF A CONTINENT"

One of our more stimulating, significant and timely jobs was Shell's motion picture of the Northwest Territories. Premiered last month for the Prime Minister and Cabinet, it's a picture you should get from Shell. Enclosed for you is a copy of the behind-the-camera story of its production.

TAKE FIVE

March being Red Cross Month reminds me that you should see Confederation Life's HARRY'S IN A HURRY on the Blood Transfusion Service and that we are just starting on Sun Life's new motion picture on the Red Cross Water Safety Program ..... sponsors will be interested to hear that Boeing have installed 16mm projection equipment in all their aircraft and it seems likely that others will follow suit and airlines will be showing sponsored films in the skies ..... in 15 years of writing this newsletter never before have we had so many letters and calls as after December's epistle on Exporting Film Production ..... the war between the sexes will never be won -- too much fraternization ..... write if you get work!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

“TOP OF A CONTINENT”

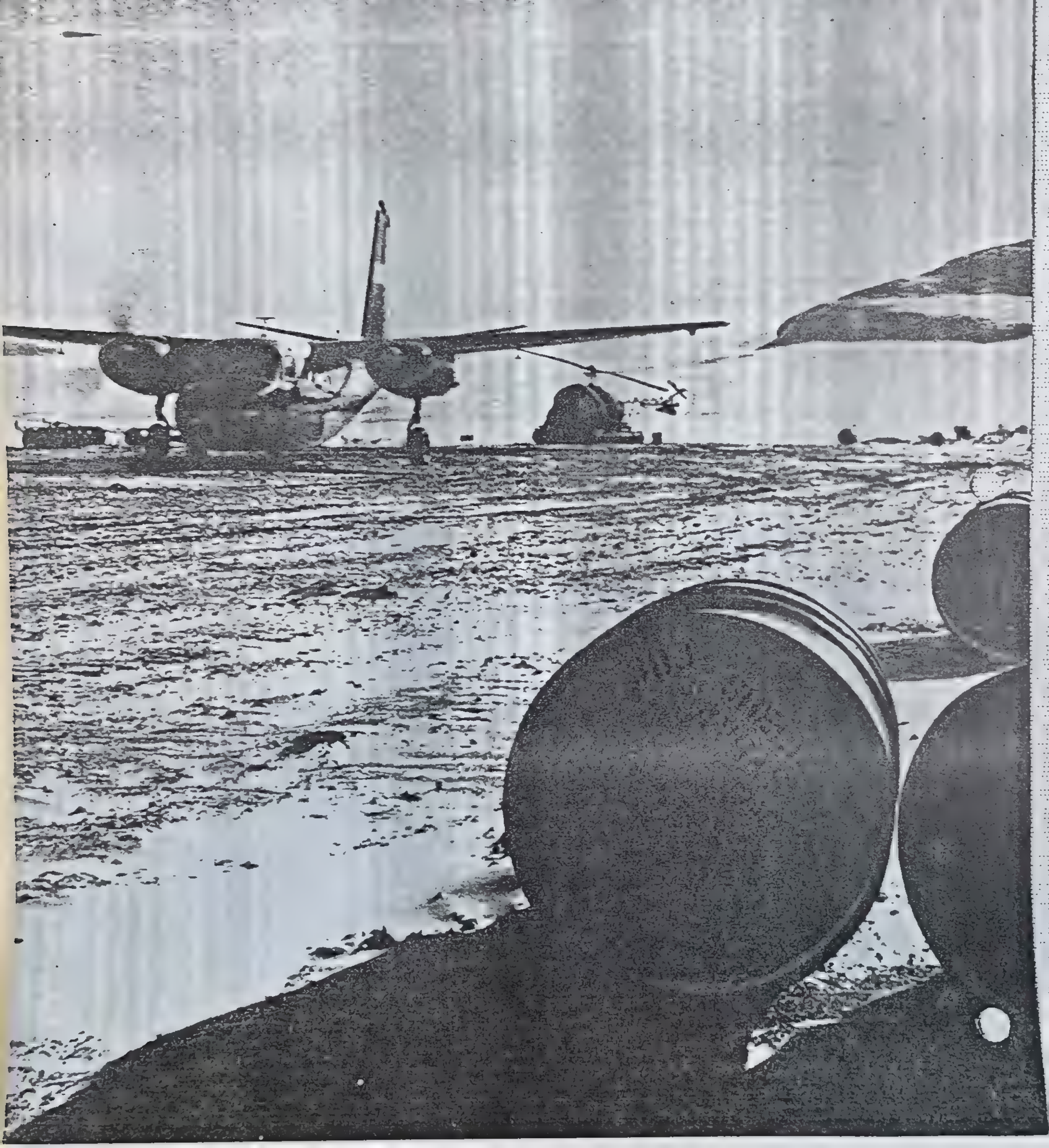
Writer Dean Walker describes Shell’s new Fiftieth Anniversary film on Canada’s Northwest Territories, in an article reprinted from Shell News, *employee publication of the Shell Oil Company of Canada, Limited*

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

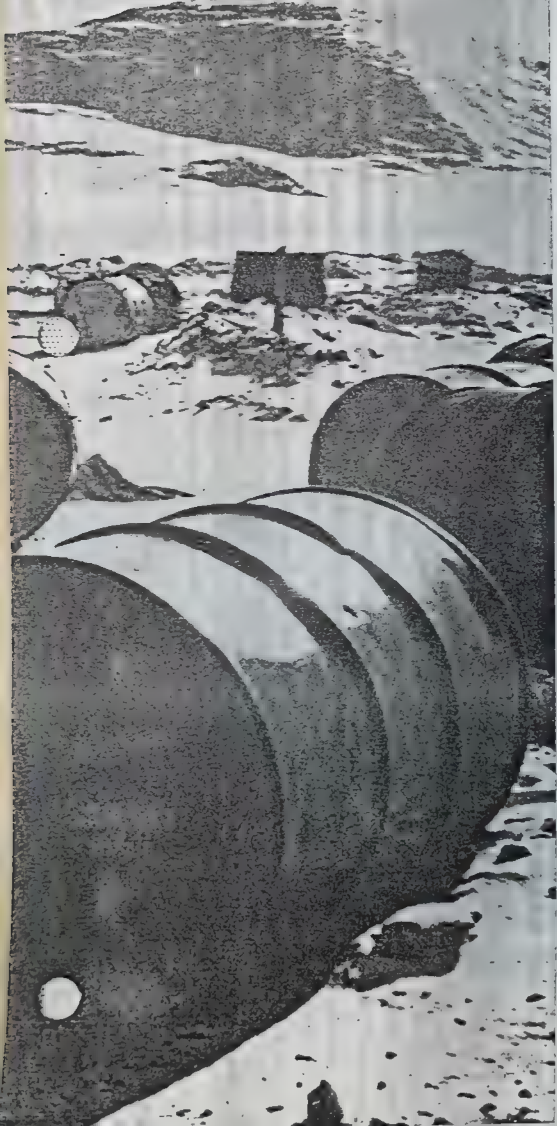
odd number of pages in issue

TOP OF A CONT



INENT

By Dean Walker



One-third of Canada's territory – in fact, one-sixth of the entire North American continent – is, to the average Twentieth Century Canadian, a silent and forbidding land that still lies shrouded in mystery. This vast expanse – these 1¼ million square miles extending north from the boundaries of the provinces through the Arctic Archipelago to the North Pole, are the Northwest Territories.

Much has been done in the last decade to tear away the veil from this Arctic wilderness, as Canadians became aware of the potentially great mineral wealth that lies beneath its icy surface. Increasingly the call is sounded to 'Go North, young man,' – for there lies the last great frontier of the Western world awaiting development.

In this background of mounting interest, Shell will play a significant educational role with a film being released this month called *Top of a Continent*. The first film to be produced by Shell of Canada, it is a worthy companion to the many prize-winning films sponsored by Shell International over the years. And it is appropriate that the leading role in Shell of Canada's film should be played by this brooding sub-continent, largely forgotten for the more than 300 years since the early explorers first made their perilous voyages from the Old World.

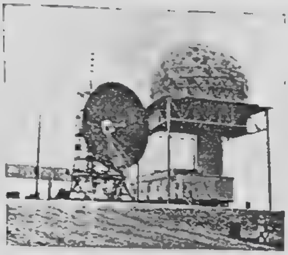
The mighty sweep of the Arctic wilderness, the emptiness, the silence, the lonely grandeur of 12,000-foot mountain ranges – all this is brought home with eye-filling impact in the film. We are also introduced to the Eskimos, the North's cheery resourceful aborigines, and those Canadians who, from these northern outposts, carry out the vital tasks of communication, weather reporting and standing on guard against enemy attack.

There are 30,000 inhabitants in the Territories, including 11,000 Eskimos and 4,000 Indians. This would average about one inhabitant to each 57 square miles. Put another way, the population of a small suburb is living in an area the size of Europe. But the climate is not conducive to encouraging a larger population density. The temperature in mid-winter will drop to as low as 70 below and there often are winds up to 75 miles an hour.

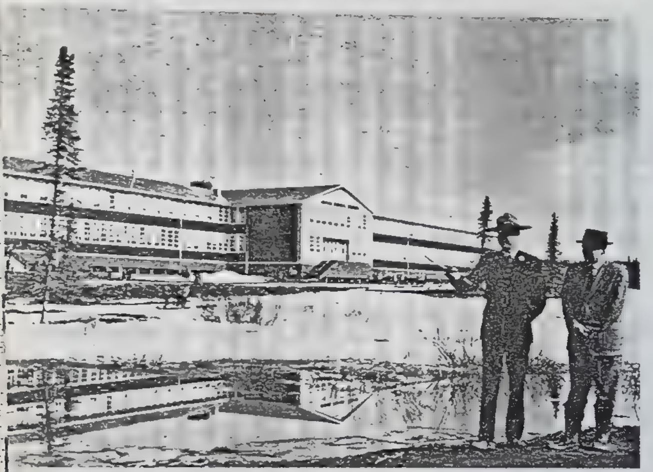
Some of the people in the Territories work for Shell – exploration crews seeking to unlock the door to the oil riches believed to be there. The company's exploration permits cover more than nine million acres. And Shell fuels and lubricants are seen wherever the machinery and technology of the Twentieth Century has extended into this primitive land. The film portrays the vital role of oil in opening the north and points to the fact that it takes

Off-loading Shell aviation gasoline at Isachsen weather station, on Ellef Ringnes Island, less than 500 miles from the North Pole.

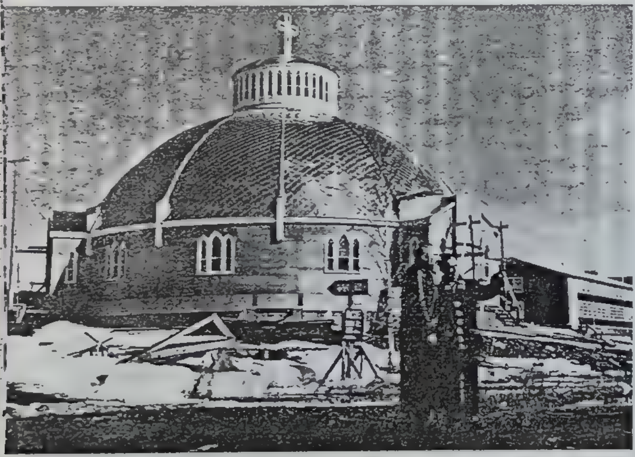
'The strange bulging eyes of the DEW-line.'



TOP OF A CONTINENT



Some of the Eskimo students attending this modern school in Inuvik were brought from as far as 500 miles by plane. They are quartered in clean, comfortable dormitories in the new town created by the Northern Affairs department near the mouth of the Mackenzie.



The distinctive form of this Catholic church at Inuvik is patterned on the igloo.

twenty tons of supplies a year to keep a man alive in the North, and fifteen of those tons are fuel.

'We feel we are partners in the development of the North,' company chairman W. M. V. Ash said in commenting on the subject material of the film. It is because of this partnership, this substantial effort to open up the top of a continent, that Shell of Canada, in its fiftieth anniversary year, devoted its first film project to telling the North's story.

Shell offered the challenge of making its new movie to the internationally famous Canadian film maker Budge Crawley, whose Ottawa company produces a million dollars' worth of motion pictures for industry every year. Crawley himself with his vitality, his understanding and love of Canada, his eye for pictorial detail, was just the the man for the job. To help him, he chose his wife Judith as scriptwriter and two more cameramen – his top staffer, Stanley Brede and award-winning naturalist-cameraman Christopher Chapman.

Despite the distances, the people of the Northwest Territories are as close as the members of a club. Theirs is the true shared pioneering spirit. They move frequently from base to remote base by aircraft. They communicate continually by radio. Radio and aircraft are their basic tools of survival (with oil powering them both). 'You live glued to your radio up there,' Crawley learned. If anyone fails to answer a radio call for long, an aircraft will soon stop by to make sure he is all right.

There were problems for the film makers. Transportation around this huge area is complicated. Crawley found himself thumbing or buying rides on Department of Transport's DC4s, RCAF Boxcars, Shell exploration aircraft, and chartered Piper Cubs. Chris Chapman and Mrs. Crawley even made an entire exploratory trip with cabinet minister George Hees.

Cameramen stand still while they work – no fun in knee-deep snow at 30 below. Crawley and crew coped with this by wearing British army mukluks. At these temperatures, too, camera motors freeze so all equipment had to be winterized and relubricated with kerosene.

Crawley spent two summers and a few winter weeks shooting this film. He criss-crossed 75,000 miles over the area. And he captured on celluloid some of the most spectacular footage ever shot in the north.

- He filmed the 'strange bulging eyes' of DEW-line installations, science-fiction incongruities against the timeless background.
- He took shots of an Eskimo feeding his dogs in the midnight twilight, the chunks of bloody seal meat bright against the snow.
- He caught the cheekiness of snowmobiles scooting across snow as if it were a city street. And he filmed a city street too – in 4,000-population Yellowknife.
- As well as the panoramic scenes, he photographed the beauty of brilliant-colored flowers grasping a few days of life in the six-weeks' summer.
- He caught the sight of 10 thousand seagulls swirling from a cliff terrified at their first sight of man whirling past in a helicopter. Below dozens of white whales frolicked in the icy seas . . .

In the North, Crawley found beauty, companionship, a sense of pioneering, a challenging film assignment and . . . danger.

He chartered a small plane one day to fly to a remote base not too far from the Pole. This same charter line had suffered five crashes in the last two summers. Crawley's plane was big enough only to hold himself, the pilot and a drum of oil for the return flight. Near their destination they hit cloud, then driving snow.

'It was a "white out." All flyers up there dread them.' Crawley related. 'It is just like being in a bowl of milk. Vertigo sets in and you cannot even tell which way up you are or where the horizon should be. Everything, everywhere, is dead white.' (Crawley was especially alarmed: just the previous day he had heard of a plane flying straight into the ground during a white out: its pilot apparently had thought he was flying horizontally.)

At that moment a hill loomed from the whiteness in front of them. With a desperate wrench, the pilot swung his aircraft in a tight bank and they escaped.

They knew they were near the airstrip they wanted but had no idea of their altitude. Slowly the pilot inched the plane down until he felt a wheel touch something more solid than a snowflake. He held his breath, dropped the plane quickly and, with a jolt, they were safely landed.

That pilot, who had been flying in the North for years, admitted to Crawley later that he had never been so scared in his life.

A Polar Shelf Exploration Team's camp at Isachsen is a scene of busy confusion.

The film gives an intimate glimpse of Eskimo life, showing them both at work, as above, and at play, as in a fascinating sequence showing a tribal dance in Yellowknife.

Two Eskimo boys were intrigued with Chris Chapman's camera.

TOP OF A CONTINENT

But fliers up north are tough: 'Like a bunch of buccaneers,' according to Crawley, 'gambling their lives and their planes for big money.' One operator of an air charter service was badly hurt in a smash and an RCAF Boxcar carried him a thousand miles back to hospital. Crawley happened to be on board. 'He was in a dreadful mess. Yet he wouldn't even sit down. All through the flight he paced up and down, *worrying about what effect the crash would have on the morale of his other pilots.*'

There were laughs, too of course. Crawley filmed a great herd of muskox before the strange shaggy characters took fright and thundered away across the desert of snow. One little fellow was separated from the rest so Crawley caught him, climbed into a plane as casually as you or I would get into a car, and flew off after the herd. Judith Crawley sat beside her husband with the muskox on her knee. When they finally set it down and watched it scamper back to the herd, the producer commented sadly:

'We've probably ruined him for life psychologically. His buddies will just never believe him when he says he has flown around in the air on the lap of a blonde!'

Budge Crawley (right) produced the film and supervised the actual photography, much of it taken from the air.

After two summers of flying, dog-sledding, boating and filming (he even ate seal flipper and caribou), Crawley returned to his Ottawa studio with 15,000 feet of film. From this expert editors picked the finest 1,200 feet for the 38-minute Shell movie. TV actor Lloyd Bochner narrated Mrs. Crawley's commentary and Dr. William McAuley, music director of Toronto O'Keefe Centre, conducted a 28-piece orchestra, members of the Toronto Symphony, to record Larry Crosley's original music. And sometime this month, the film will be premiered at a black-tie function for Northern Affairs, Department of Transport and other top government officials, and leading business people in Ottawa.

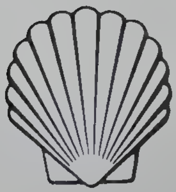
There will be premieres too in other main cities and in Yellowknife and Inuvik. The colour film will be available for all Shell employees, schools, service clubs and anyone else interested in seeing the film. A half-hour version will be offered to television stations later.

The message brought home by the film, perhaps for the first time to many viewers, is that the Northwest Territories are a vital and integral part of the Canadian scene. Everyone seeing it will learn of the part Shell and the oil industry in general are playing in their efforts to find beneath the rock, ice, permafrost and tundra the minerals which will help keep Canada rich. They will understand the difficulties and high cost involved in finding and producing oil in the northern areas and the valuable contribution oil is making to their development.

Shell's Public Relations manager, D. R. Prior, who supervised production of the film, summed it up this way: 'It has been said that Canadians sometimes do not sufficiently appreciate the importance of their northland. We hope that Shell's fiftieth anniversary film will do something to meet this need. Moreover, it develops an awareness that our company has confidence in the future of Canada and is making a real contribution to the country's progress. In addition to the entertainment and educational aspects of the film, it will help to explain the many aspects of our company's operations.'

Top of a Continent will bring Canada's unknown North closer to viewers around the world. And Shell may well feel proud to have presented this story.

Huskie dogs are loaded on a helicopter for transport to a scientists' camp 100 miles distant on the Polar Ice Pack.



Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March nineteenth, 1962

AT WHAT PRICE DO YOU WANT YOUR VALUE?

Somewhere along the line some people have acquired the impression that Crawley is a "big budget house". Perhaps you've thought this too.

And we know why. Crawley has done virtually all the "big" sponsored films made in Canada -- the Seaway, the Trans-Canada Pipeline, Northwest Territories, Newfoundland, the Mid Canada Line, Kitimat, Pulp and Paper, Electrical Power, Atomic Energy, Saskatchewan Jubilee and many others.

Naturally these broad subjects get reams of publicity for their sponsors but, at the same time, the producer acquires the reputation of doing "the big ones".

But for every major budget film, we complete over twenty films in the $10,000 to $20,000 bracket. These are up-to-the-minute, streamlined, effective motion pictures on limited budgets which really move men and merchandise. We have the people, the experience and the facilities for a wide range of films, which is why we ask our clients -- "In what size budget do you want your value?"

Never buy a film (or a painting!) on price alone. MOTTO: Don't buy it for a song unless you know what the pitch is!

A number of readers of this newsletter have asked for a breakdown of the costs of a typical sponsored film. With custom-built motion pictures, each designed to solve a specific problem, that's a difficult question.

We've made pictures under $5,000 -- and over $100,000. But each received the same fine craftsmanship within the limits of time, travel, cast, music and animation allowed by its budget. We're not a high budget house -- or a low budget house -- we're a quality house, an experienced house, a house of extra values, interested fundamentally in results for you.

By way of illustration only, here is one budget which delivered an effective 22-minute sound colour film in both French and English. It shows the 70 or more cost factors we have to figure, and gives you some idea of just how carefully your money is spent. It is easy to make a film with Crawley.

SCRIPT	Research, consultation, draft and final script, writing commentary, translation into French, typing:	$1,561.
PRODUCTION & DIRECTION		
	Planning and scheduling, casting, direction on set and location, assistant director, make-up; co-ordination with Animation, Editing, Sound, Music and Laboratory; general supervision:	2,662.

TRAVELLING, LOCATION & SUNDRY	Travelling expenses for writer and crew on location, company vehicles, telephone and telegraph, sundry:	$2,093.
STAGE, SETS & PROPS	Designing and building sets, rental and purchase of props, dressing of sets, use of fully equipped studio:	1,384.
CAMERA	Cameramen, use of cameras, dolly, etc. :	1,111.
LIGHTING	Chief electrician and lighting men on location and in studio, lights, 7-ton truck on location:	2,437.
CAST	Actors fees and narrators for English and French versions:	1,022.
SOUND	Transferring effects from Effects Library and music from Music Library to magnetic film, recording commentary (English and French), interlock screenings, final mix of sound tracks, transfer to optical track:	1,541.
MUSIC	Selection of music from our library, laying music track, obtaining clearance on selections used:	482.
EDITING	Rough cut and fine cut of picture, search for stock shots, search for sound effects, laying sound track, editing rooms and moviolas, cueing for commentary (English & French):	2,469.
ANIMATION	Pencil sketches, colour roughs, animation keys, backgrounds, preparing cels, doping & planning, shooting on animation stand; layout and hand lettering eight special titles each English & French, shooting on animation stand over actuality:	3,217.
LABORATORY	Camera stock, processing, work prints, edge numbering, processing optical sound tracks, master for stock shots, neg cutting, fades and mixes, English & French answer prints, shipping:	3,450.
	TOTAL FOR BOTH FRENCH AND ENGLISH	$23,429.

FILMS MAKE NEWS

Typical of the old adage that "a good product is its own best advertisement" -- last month saw three articles on Crawley productions in one issue of the Financial Post, plus recent stories in Canadian Business, Marketing, Industrial Sales/Promotion, Canadian Sponsor, Board of Trade Journal, Health, TV International, Canadian Industrial Photography, Canadian Film Weekly, even a Montreal Star editorial on TOP OF THE CONTINENT, which ended with "both Shell and Crawley deserve a plug for a job imaginatively and professionally done".

* * * * * * *

We'll continue to strive to make the kind of significant film that merits editorial comment for our sponsors. Until next month then,

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. • MONTREAL: 1467 Mansfield St.
BOX 3040

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

April thirtieth, 1962.

1967 AND ALL THAT

In 1967, Canada as a nation will be 100 years old. Companies, associations, governments, and community groups of every kind are already starting to plan their Centenary project.

What is the significance of our Centenary? How can we participate? What should we do? Where should we start?

To answer these questions, the E. B. Eddy Company, makers of fine papers, commissioned us to produce QUALITY OF A NATION, a 29-minute sound colour film in English and in French. It has perhaps the most distinguished cast ever assembled for a Canadian film -- Vincent Massey, A. Y. Jackson, Marius Barbeau, Roby Kidd, "Rocket" Richard, Gratien Gelinas, J. Frank Willis and many others. The ghosts of Cartier, Howe, Blake and D'Arcy McGee forecast the future of the nation they have founded. And leading Canadians of today recommend dozens of directions in which Centennial planning can take us.

Mr. W. D. Moffatt, President of E. B. Eddy, presented the first print to the Canadian Centenary Council at its annual meeting, where it was premiered for the Governor General. Sixty prints are available, free of charge, across Canada through the affiliated libraries [illegible] the Canadian Film Institute, 1762 Carling Avenue, Ottawa.

Canada's tremendous birthday celebrations are now but 56 monthly pay days away. It's not too early to begin to plan your project. Book QUALITY OF A NATION for your organization now.

WESTWARD HO!

Kipling's bit about "East is East and West is West" has no application to Canadian film making. Just returned from meeting with 80 companies, associations and government departments in Winnipeg, Regina, Saskatooon, Calgary, Edmonton and Vancouver.

Most impressed with the wide use of film by so many Western organizations, the huge libraries I was taken through, the real interest in celluloid as a vital communications medium for marketing, public relations and training. So grateful for all the cooperation and all that famed Western hospitality!

There are a number of fine producers in various centres, but more and more I found that we are thought of as Canada's national producer -- the company to consider for any major production. After all, we do work in all ten provinces (even for all ten provincial governments) and a number of new contacts mean that our crews will be spending a good deal of time in the four Western provinces during the years ahead. Westward Ho!

CALLING ALL FILM SPONSORS

A new edition of our "Directory of Sources of Free 16mm Sponsored Films in Canada" is now being prepared as a free Crawley service to Canadian sponsors and film users. The 1960 edition listed 333 sources.

Since first published ten years ago, requests for over 85,000 copies have been filled without charge. So if your film is not listed, let us know about it right away.

GUARANTEED PRINT QUALITY

Graphic Films, Crawleys' associate company, is now (after the huge NFB) the largest colour lab in Canada.

How did it get that way?

"Guaranteed Print Quality", says Lab Manager Bill O'Farrell. "Every quality control precaution is taken to ensure maximum impact on the screen. Every print is treated with an exclusive protective coating. Every print is individually inspected by hand. Every print is screened before delivery. If after all this any print is unsatisfactory, it is promptly replaced free of charge."

Along with television, the Black and White Division is also growing rapidly and the latest development in spray processing machines has just been installed.

And Graphic gives many "extras" -- storage of precious originals in special vaults under controlled temperature and humidity conditions, film can labels prepared to your specifications, your literature enclosed in the cans, a customs clearance and shipping service to any country in the world.

In addition to guaranteed print quality and service, Graphic operates a "finishing up" production service for in-plant units, independent cameramen, government units and other producers. They edit your footage, record your tracks, provide titles or music or sound effects or animated sequences -- anything and everything needed to complete your film.

More than just rigidly follow your specs, the Graphic gang knock themselves out with advice, suggestions -- even arguments -- to save you money, give you utmost quality, ensure that your film really does the job.

FIVE-SECOND ITEMS

"I think I'm losing my memory."
"How long has this been going on?"
"How long has what been going on?"

Crawley Films Credit Union Crier, an attractive little monthly put out by our staff, often finds some joyous bits for fillers. Last month they told of the man who invented frozen Band-Aids for cold cuts. And the near-sighted turtle who fell madly in love with an old football helmet. And the woman who wrote from an Arctic outpost to a newspaper -- "My sister and I are not really lonely up here as we have each other to talk to. But we do need another woman to talk about".

But their best item was factual. A women's church group 'phoned Crawleys' librarian and asked if they might borrow a film on church fund raising which we had produced for the Wells Organization called IT'S UP TO YOU. After explaining that we are not a public film library and that our library is purely a research one, the librarian finally relented because of the good cause. Church fund raising? It turned out to be an R.C.A.F. production (with the same title) produced in detailed and startling magnificent colour animation on the subject of V.D.! Sorry ladies, but that's what we get for trying to be helpful.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

June fourth, 1962.

ESSENCE OF FILM

Nothing persuades like a Motion Picture. It communicates faster, more effectively. Ask any psychologist. Business uses films to train and teach and sell. Associations and governments use films to inform. Schools and institutions use films as teaching aids.

All these organizations use films because they are the most forceful, most memorable and most efficient method of group communication. Many of our films have reached millions at a cost of less than a nickel per person for a full 15 to 30 minutes of concentrated attention on the sponsor's story.

A good film lifts you out of yourself and onto the screen. You're a participant.

A good film has the sight, the sound, the feel of life itself.

It makes you glad, or sad, or mad. A good motion picture moves you.

MORE HONOURS

You'll be pleased to hear that with 137 entries, three Crawley productions captured First Awards in the 14th Annual Canadian Film Awards competition.

ABITIBI (Abitibi Power & Paper Co.) tied for first place in the category of Films for Public Relations "for excellence in photography, lighting and composition".

CAMPUS ON THE MOVE (Carleton University) tied for first place in the category of Films for Public Relations "for a compact, tightly edited story done with technical excellence."

PROJECT SENTINEL (B-A Oil) first place in the category of Films for Sales and Promotion "for excellent realization of purpose, visuals and sound".

At the same time, word from the American Film Assembly in New York that our BEAVER DAM, distributed by the NFB, captured the Blue Ribbon Award in the Stories for Children category.

Even the 27-voice Crawley Choir, under our Director of Music Larry Crosley, captured the Choral Shield in the Ottawa Music Festival!

CRASH PROGRAM

While we too appreciate reasonable deadlines, sometimes we can turn the studio upside-down on demand.

Cathos, the fund raising organization, needed a sound slidefilm fast.

Monday -	8 staff artists start work under Director Vic Atkinson.
Thursday -	112 frames designed and executed in colour. 21 tapes (25 minutes each), narration and music recorded and mixed.
Friday -	All frames shot.
Saturday -	Viewed answer print and 21 prints and tapes delivered.
Summary -	Idea to delivery - six days.
Moral -	When in a jam, call Crawley and relax.

KRAFT FOODS LIMITED
Mount Royal, Quebec.

May 15, 1962.

Mr. Arnold Shuster,
Montreal Manager,
Crawley Films,
Montreal, Quebec.

Dear Mr. Shuster:

Just a few lines to let you know how effective is your dubbing of LE ROMAN DU FROMAGE for the French speaking people of the Province of Quebec.

The film is now being distributed by the Quebec Provincial Film Board, a true indication of quality production in the French language. Your translation and lip synchronization are perfect -- even extending the thoughts and meanings of the original -- and thereby creating an effective message to the French people in their own language.

In effect, you created for us a visual and audio film for closest communication to our valued consumers in the Province of Quebec, in addition to the French speaking people in the retail food industry who are so very important for the distribution of good products to Mrs. Consumer.

The personnel of Crawley Films and your French associates were not only effective and efficient, but also nice, down to earth people. This lesson in human relations should be extended for a better and more understanding world-wide atmosphere.

Although this is our first experience in working with Crawley Films, we sincerely hope to have the opportunity of asking your assistance in our visual problems of the future.

KRAFT FOODS LIMITED

A. E. Friesen,
Merchandising Manager.

FIVE SECOND ITEMS

Here's a leaflet on QUALITY OF A NATION, our new film for the E. B. Eddy Company on how to prepare for 1967 ..... good to see Toronto friends last month at two screenings of our recent productions at the Toronto Board of Education ..... and friends from all over Canada at the Canadian Public Relations Society Conference ..... definition of P.R. as used by the RCAF: the profession of gaining for an organization the reputation it merits ..... definition of an expert: some one who knows no more than you do but has it better organized and uses slides ..... we'll really miss Charles Topshee during his two year leave of absence from Canadian Film Institute to direct adult education activities in Basutoland -- the film scene won't seem the same without Charlie ..... for six months at the Seattle World's Fair, NBC is closed circuiting ABITIBI in colour ..... doing quite a bit of political filming for TV these days -- see you at the polling booth eh?

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

THE SCIENCE OF PAPERMAKING

Paper is something most people take for granted. It plays such a large role in everyday life that thought is seldom given to its source.

Papermaking is a fascinating science. It calls for a specialized skill that can only come from years of research and experience.

The E. B. Eddy Company takes great pride in the title "papermakers" and endeavours to put the stamp of perfection on every variety of paper produced at the company mills. This perfection comes to you in many shapes: in letterheads, serviettes, household tissue and towels, wax paper, business forms, food packages, postage stamps, paper cups, brochures, textbooks and even in your daily paper . . . and countless other items too numerous to mention here. All of them perform well, and all of them are a little bit better because of the skill of E. B. Eddy papermakers.

THE E. B. EDDY COMPANY
Mills at Hull and Ottawa, Canada

the
Quality
of
a Nation

A Film of Interest for
CANADA'S CENTENNIAL

This film, which has been presented by The E. B. Eddy Company to the Canadian Centenary Council, takes its name from the words of St. Augustine:

"A nation is an association of reasonable beings, united in a peaceful sharing of the things they cherish; therefore, to determine the quality of a nation, you must consider what those things are . . ."

Beginning with a series of lively dramatizations of statements made by pre-Confederation statesmen, it moves on to an examination of things Canadian in the light of the present and, more important, of the future.

Audiences will see and hear the Rt. Hon. Vincent Massey, painter A. Y. Jackson, anthropologist Marius Barbeau, educational leader Roby Kidd, hockey star Maurice Richard, dramatist Gratien Gélinas, Hudso Bay factor E. J. Gall, and former Canada Council member Mme. Andrée Paradis, each of whom suggests Centennial projects and celebrations of lasting value.

The scenes illustrating the remarks of these well-known Canadians give a kaleidoscopic impression of Canada as it is, and other sequences indicate that we still have time to do those things "which any nation ought to do before it is a hundred years old."

Illustrations range from the Changing of the Guard on Parliament Hill in Ottawa to the election of officers in an Eskimo Co-operative in Ungava, from slum clearance in Halifax to an outdoor theatre in Burnaby, B.C., and from a pioneer lumbering museum to Canadian Olympic victories at Squaw Valley.

The message of the film is summed up by Commentator Frank Willis when he says "Let the Centenary provide the incentive for our finest achievement so far . . . Start planning now!"

The film has been designed to assist individuals, community groups and associations representing business, the professions, the arts, education, welfare and sports — in fact any organization wishing to undertake a special Centennial project.

The E. B. Eddy Company is making the film available, free of rental charges, through the Canadian Film Institute, 1762 Carling Avenue, Ottawa, Ontario.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

CRAWLEY
COMMENTARY

July sixteenth, 1962

OPEN SECRET!

Why do so many companies and associations come to Crawleys for their motion picture needs?

An informal poll of customers shows that our experience is the chief reason. What do we mean -- Experience? Well, "Training" means learning the rules, while "Experience" means learning the exceptions. Specifically, at Crawleys it means:

- 23 years of film making -- Canada's oldest company.
- the experience of producing over 1100 sponsored films and over 200 TV films, plus hundreds of TV commercials and smaller assignments.
- eight producers who have been with us an average of twelve years. Only four other Canadian film companies have been in business that long!

"There's no substitute for ....", I always say. What do you always say?

OVERHEARD IN THE EXECUTIVE SUITE

"We've been watching you. Do you work here?"

"Be reasonable -- do it my way."

"On what do you bias your opinion?"

"Stop talking while I'm interrupting."

"Too late to agree with me, I've changed my mind."

TEN SELLING ADVANTAGES OF A SOUND MOTION PICTURE - from "The American Salesman"

Next best thing to reality.
Excellent for large audiences or to portray drama or motion.
Fine for shaping opinions, changing customers' attitudes or selling ideas.
Influences both mind and emotions.
Packs authority as well as prestige.
Can pinpoint attention where required.
Suits all audiences.
Strong impact on memory.
Duplicate prints at reasonable cost.
Even with heavy use, lasts for years.

E'S A FILM IN YOUR FUTURE

"Ford films were screened last year more than 560,000 times for a record audience of 34,000,000 viewers. Another 30,000,000 saw Ford films on Television.

Our libraries have 11,000 prints of over 36 subjects, either in circulation or on extended loan placement with schools and other organizations.

When a motion picture is skilfully made and properly used, there is no other communications medium that can command so completely the attention of the audience, that can appeal so effectively to the total individual, and leave such a lasting impression.

At Ford Motor Company, as in any organization, a major public relations project sooner or later runs into that question with the ring of a cash register: "Will it sell cars?"

If our public relations film objectives are important to the sale of our products, then our films certainly do sell. As a matter of fact, many of the unsolicited letters we receive from our dealers and other film users specifically attribute sales to our films and our film program.

One service club program chairman stated it very well. He said: "It would seem that advertising reaches its ultimate aim when it leaves an attitude of high regard for the product or the company."

--Robert O. Dunn, Public Relations
Ford Motor Company, Dearborn, Mich.

CARE TO SPLIT ONE WITH US?

"To always split an infinitive, I think, would be to sadly torture the English language. But it is probably all right to now and then split one."

FOR SECRETARIES ONLY

A speedy typist uses more energy than a ditch digger each day. If she types steadily eight hours a day she will use as much energy as is required to shovel more than 100 tons of dirt. Mechanical engineers have ascertained that a pressure of twelve ounces is exerted with each stroke on a typewriter key.

TAKE FIVE

Heard of the two monks in a monastery who decided to open a fish and chip business? The first customer spoke to the monk behind the counter, "Are you the Fish Friar?" "No", was the reply, "I'm the Chip Monk" ..... last month we were pleased to have a large group of librarians from all over Canada at a seminar in our studios as part of the convention of the Canadian Library Association ..... Dr. Morris Kaplan told the American Medical Association that patients with faulty vision should exercise their eyes by watching TV and movies..... and speaking of our favourite medium, do we have your name right? It's most important to us. A post card will do the trick -- and we'll want to spell it correctly when making out film credits! ..... and do try to get some relaxing holidays this summer won't you -- it just may be later than you think!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

6.6

27th August, 1962

Budge Crawley:

He makes movies and money

by Dean Walker

Reprinted from August 1962 EXECUTIVE Magazine

Budge Crawley:

by Dean Walker

Slap in his business foreground, Budge F. R. Crawley has executive problems which most company presidents could consider marginal. He must keep his Crawley Films Limited solvent in a tight, tough, dollar-conscious industry in a mixed-up country where nearly half the available work is regularly grabbed by government agencies. He has to sell other businessmen, sight unseen, a million dollars' worth of ideas a year. And he has somehow to keep a large staff operating carefully, efficiently and economically without ever stifling its creativity.

These are not textbook problems. However, Crawley and his complementary second in command, Graeme Fraser, have found solutions. Proof:—

1) Industry does commission a million dollars' worth of Crawley films every year. 2) 100-150 traditionally volatile film people are surprisingly stable at Crawleys. Of 33 employees in 1949, 13 are still with the company. 3) Although it might not awe Bay Street, this company is a startling business success for the Canadian film industry. Twenty-two years old, it is both growing and solvent and handles probably five times as much industrial film work as its nearest competitor. Sixty-six private enterprise producers competed fiercely for the film work in Canada in 1960 and Crawleys walked off with 21% of it.

As an executive in the Canadian film world, Budge Crawley must be at home in working environments ranging from the bowler-hatted tranquillity of the BBC, London, to the smoke-filled haunts of Hollywood; from top U.S. and Canadian corporate boardrooms to union negotiating sessions in Ottawa. And, between business sessions, he will still happily wield his camera in the swaying crow's nest of a fishing boat or from the open hatchway of an aircraft. Crawley's versatility in both business and production reflects in his company, which makes both movies and money.

The achievements of Crawley and his top executives are not so much in creating a business success story as in creating a business at all. They must be measured against the achievements of the film industry as a whole in a country where conditions for private enterprise film producers just could not be worse.

The Canadian film industry had its start back in 1896 when Massey-Harris commissioned a movie of

He makes movies and money

His achievement is not so much in creating a business success as in creating a business at all

a new binder in action. This could have been symbolic—it was probably the world's first industrial film. Hollywood companies needing special locales made theatrical movies here over the next 30 years but the arrival of the talkies and cumbersome sound equipment made such location shooting uneconomical. When the Hollywoodites went home, no native entertainment movie industry replaced them because hopeful feature film-makers here could never compete with the Los Angeles studios which could easily turn out enough slick fare for the entire English-speaking world. Crawley recently noted that, outside the U.S., theatrical movies are made on a reasonably economic basis only in France, Germany, Italy, India, Russia, Sweden, Denmark, Mexico and the United Kingdom. All of these countries offer official protection against Hollywood products. Additionally, all except Britain have a natural language protection. Canada has neither. "These days," says Crawley, "we can't even get our own films on our own television or theatre screens."

So Canadian professional film-makers have had to find other ways to make money from movies. Result: a national specialization in the nonfiction film. By the late 1930's, a half-dozen Canadian "documentary" companies existed.

And then another hurdle was thrown in their path. In 1939, after a government-sponsored survey, Scottish producer John Grierson recommended the formation of a public film board to make, or at least to supervise production on, all government movies. In any country the government is the greatest single film sponsor so this was a thumping blow to private producers. Today, $7 million of a total Canadian film expenditure of around $20 million flows through the National Film Board and several more million are spent by the CBC's film department.

Also in the '30s, an Ottawa accountant and well-established businessman, Arthur A. Crawley, gave his son a movie camera. With the exhausting enthusiasm that marks everything he does, Budge Crawley immediately became a devoted amateur movie-maker. Later, when he married Judith Sparks, the camera went along on their honeymoon and the Isle d'Orleans movie they shot was picked next year in New York as the world's best amateur film. Budge promptly dropped his accountancy career, called himself a producer, and set up shop in the attic of his father's home. He started his new career with a couple of built-in advantages not directly related to movie-making. His accountancy helped him keep his company operating on basic business principles and his father's community status gave him a solid foundation.

A. A. Crawley's holding company, Orme Bannon Ltd., became Crawley Films' sole owner, guaranteeing the new company financial backing and a lasting line of credit which other producers have always since envied (Crawley, Fraser and other employees finally bought their company from Orme Bannon only last year). Similarly A. A. Crawley's experience in studying and analyzing hundreds of companies' procedures helped them all keep the film company on the right track.

When John Grierson became the first government film commissioner, he commissioned his first NFB productions from Crawley Films Ltd. because he had not yet set up his own organization. Then war broke out and the need for government movies ballooned: Crawley, now with a staff of six, kept busy on war work for the NFB. The board, too, grew rapidly under war pressure and it has proved impossible to chop it back to size since. By 1945, Crawley Films had professional experience and, as government work tapered off, easily managed to replace it with movies for the booming business community of the '40s. By 1950, there were 35 people on staff, all working out of a converted church.

But Budge still had a hand in every Crawley film. His job was to become an executive as well as a producer. In successfully making this step, he distinguished himself from most other Canadian film-makers. He could now boost his company to a size where it could afford a proper division of labor and reasonably amortize a heavy investment in equipment. Even when television's arrival later tripled the number and gross of Canadian film companies, Crawleys managed to stay well out in front in size and volume.

By 1956, with a staff of 80, Crawley Films was a functioning factory of creativity, equipped to handle film-making from scripts to processing (it still has Canada's biggest commercial color laboratory). In 1956, it increased its gross for the 18th consecutive

, this time by a flat 20%. It made 71 complete motion pictures that year, six slidefilms, 103 TV commercials and 54 smaller jobs. It had moved from the church into a 42,000-ft. custom-built studio and office set-up (and has since added a major sound stage on 40 acres of land near Gatineau Park).

By now, laymen and businessmen automatically associated Canadian films with Crawley Films. The company had achieved artistic success through films such as "The Loon's Necklace" which put it on the map with film societies. Sixty nine plaques and awards lined its walls. It had commercial success stories to tell too: "Packard Power" for Aluminium Limited, for example, set distribution records around the world. Crawleys had produced for almost every major company in Canada and most had come back for more (in 1962, 48 clients have each sponsored between four and 35 Crawley films). It was even building an export trade which ultimately reached the stage where, in one recent fiscal quarter, the company grossed more foreign than domestic income.

It was all solid and successful yet, because Crawley too often let his creativity overrule his accountancy (no film left the shop unless it met his standards), its profits — around 2% — were disappointing. Crawley therefore decided to try in one move to spread his overheads, lift his profits, get new kicks and experience and revive an old Canadian dream. He would try to make entertainment films.

Industrial film production is a controllable occupation. Budgets are set in advance and the producer stays out of trouble so long as he brings his films in within these budgets. Bad weather, bad work, bad budgetting, or over-zealousness can cause losses on individual productions, but the losses are never spectacular enough to shake a company the size of Crawley Films.

Profits are pegged

However, profits in industrial movies are pegged too because this is a competitive business. On to his solid base of industrial work, Crawley wanted to build the more speculative but potentially more profitable edifice of entertainment movie-making.

First entertainment project was the "R.C.M.P." television series, a complicated $1.3-million deal analyzed in EXECUTIVE in May, 1960. Final returns are not all in on this yet but it looks like the series' backers just about broke even. Crawley Films Ltd., which contracted to produce the 39 half-hours for the owners, did not make much money either. In quoting entertainment production prices, Crawley at that stage was particularly concerned to avoid what he called "the old Canadian act of pricing themselves out of the market before we even get started." But the series did double the company's 1959-60 gross and Crawley believes he personally learned enough from the project to be able to bring in comparable future series for $250,000 less.

The excitement and lack-of-failure of the "R.C.-M.P." project tempted Crawley to look for other major entertainment deals. He moved cautiously, however, turning down some offers from U.S. backers, failing to get others that he wanted. Last year he signed his second entertainment production contract, this time to make 130 five minute television cartoons of "The Wizard of Oz" for a New York distributor. He had to enlarge his basic animation unit into a full-scale factory to turn out the films in price competition with the Japanese. It involved fine pencil sharpening but Crawley apparently found the project profitable because he now hunts further cartoon work while his new unit is still together. His next entertainment projects: a modest feature film in French and English then later, with luck, a major production of Hugh MacLennan's "Barometer Rising."

Most lose their entire stake

There is no way to guarantee success for feature films. A winner can return several hundred per cent on its investment in a year. Most recent Canadian features have lost their entire stake. In an industrial film, there is no speculative investment (large sponsors are obviously good credit risks). The company's direct financial participation in "R.C.M.P." was minimal and it owns nothing of "The Wizard of Oz." But it will invest in its first feature film and, if that is successful, increase its participation in future projects. As its financial participation increases so, obviously, do its risks and its chances of spectacular profits. But the accompanying increase in the company's overall gross increases its capacity to stand any major loss.

Whatever new activity the company generates, base of it all will always remain the industrial film. Crawleys made 72 such movies in 1961, as well as TV commercials and other smaller productions. In this field it has a measurable track record. Its artistic achievements are measured by 125 awards from a half dozen countries. Its movies' effectiveness can be measured by the heavy repeat business. Among Canadian film makers, Crawleys has the standout success story. Even in the U.S. there are only a few larger industrial film companies. "There are no General Motors in this business," Crawley has said. "Every industrial film is hand-tooled, the extreme opposite of mass production."

What, then, are the secrets of Crawley Films' success? "Effectiveness," say the Crawley people. The company has invested heavily in accumulating knowledge of how to get clients' films exposed to the right people and how to get the message across. "Awards don't bring a client back," Fraser said. "They come back for more films only if their first film worked. When the lights go up after a screening we don't want people to say, 'That was a great movie.' We want them to say, 'That's for me.' "

Graeme Fraser himself is one reason for Crawley Films' success. Urbane, conscientious, he is a dogged salesman and a perfect complement to the pyrotechnicolored Crawley. The company does little direct advertising but spends money on public relations. Its monthly mailed "Crawley Commentary" is brightly written by Fraser and informative. Its annual Direc-

Second in command at Crawley Films is Graeme Fraser, "urbane, conscientious, a dogged salesman, and a perfect complement to the pyrotechnicolored Crawley."

Signing a film contract with the Ontario Travel and Publicity Department. From left: Deputy Minister Guy Moore, Crawley, Minister Bryan L. Cathcart and Fraser.

tory of Free Films has now run to 80,000 copies. Its executives speak frequently for the entire industry to trade associations and service clubs. "I bet we are one of the smallest companies in Canada to have a separate public relations budget and a planned PR campaign," says Fraser who annually takes a whole hour to explain the campaign to fourth year journalism students at Carleton University.

Industrial films have to be sold at a presidential level and most Canadian film companies cannot afford salesmen of the necessary calibre; the producer himself has to go out and sell. But somewhere along the line Crawley Films grew big enough to create a professional sales staff in Toronto and Montreal. So size and success have helped increase size and success. Similarly, size and age give the company experience to draw on in pitching for almost any kind of film. From the 1,300 it has produced in 22 years, it can generally find several suitable precedents to show experience in any given area.

Critics avoid Crawley charm

Crawley himself is mostly responsible for his company's continuing success. His tornado personality is a trademark and his accountancy background hasn't hurt either. And he is, of course, a dedicated filmmaker which means, among other things, he can establish and nurture a rapport among all the filmmakers he employs. A non-smoker and light drinker, he has a strict Christian background and radiates a love of life which must make him friends everywhere. Critics try to stay clear of his charm.

And critics he has, of course. Film-makers aren't noted for their fellow-love. Some accuse his films of often having a production line sameness. Competitors accuse him of price-cutting to spread his heavy fixed overheads. (Toronto producers can rely on freelance talent and rented equipment where Crawley, in Ottawa, has to offer people permanent work to keep them available.) Employees have called him ruthless and Crawley admits he bulldozes when he is chasing a special effect for his camera.

But most people are delighted with Crawley and amazed by his vitality. He still helps sell his company product and stories of his past sales and techniques are legends. "Suddenly he begins to talk," recalls an observer of Crawley pitching to a boardroom of directors. "He places his palms to form a camera — he is taking motion pictures. He takes a high shot. He pans in. He crouches for a low one — he is taking them on a camera tour of their plant. He is loud, excited, sincere. 'Say,' he cries at them, 'That'll be great! This'll be wonderful!' They lean forward, carried away. He moves in for a close-up, and without losing a moment's enthusiasm concludes, 'And we can make it for you cheaper than any firm on this continent.' "

Once Crawley was pitching to an assembled board meeting when the chairman asked, "How can you make us a good film so cheaply?" "Here's how," said the producer and whipped off his jacket to show his shirt sleeves hacked off at the elbow. Nothing gets in the way of Crawley in action. He was filming at a crowded airport once when he noticed that a worker's coveralls clashed with surrounding colors so he asked him to take them off. "But I've no trousers underneath," complained the mechanic. "Here, take mine," said Crawley and finished shooting the rest of the scene in his shorts.

Crawley seems as vital and impetuous as ever these days but is to some extent caught in his own legend. He admits hamming it up occasionally when making a sales pitch. Fraser believes that the company story is basically Budge's story. In a hats-off-to-our-president remark, he explained: "We have to be all things to all people. In Canada we can't afford to specialize in our film-making so we deal with admen and educators, actors and executives. What we learn from one we can use to help the other. But the fact that we do manage to talk to them all stems back to Budge who can just as comfortably play cards with lumberjacks or sip tea with Karsh." Crawley has friends from hockey players to cabinet ministers.

His wife writes scripts

Where Crawley is bouncing, high-paced, expansive, another company principal is the opposite. Judith Crawley has made major contributions to the company. Her child-raising films for the Federal Health Department and for McGraw-Hill of New York earned the company continent-wide prestige. Mrs. Crawley is as film-happy as her husband. Two days before her first child was born she was lugging around a camera. Her third child starred in a Judy Crawley baby-care film in its first week. All five young Crawleys have worked before the cameras and Judith is still the company's main scriptwriter.

There are less personal reasons as well for the company's success. Its whole operation is meticulously cost-accounted, for example. Every employee keeps timesheets and wherever possible work is debited to a film in process. This is not for the client's benefit because he has already been told exactly what his film will cost him. Rather, it is for internal use so each of the eight producer-directors can see at the end of each week exactly what he has spent so far on his current film.

Fraser is also sure that key Crawley executives work harder than most in the industry. "The film producers' association had to give up holding its meetings on Saturdays because they couldn't get a quorum," he said. "But our people are often in the office over the weekend."

But, perhaps above all, key to Crawley company progress is that nothing succeeds like success. Film-making is a worrying new world to first-time sponsors. They are scared of being taken by long-haired charlatans. From a distance they probably feel they don't know whom to trust in this way-out business, so often for security alone they will go to the biggest, oldest, most established company.

Crawley progress in the future depends on two major developments. It depends on how well it can do as an entertainment movie producer; and it depends on whether the government can be persuaded to loosen its clutches on so much work which private producers insist is legitimately their own. The film producers' association has a continuing campaign against government film-making and, as for entertainment production, Crawley has his own formula. "Features," he said, "have to build on our documentary background and experience. They must be Canadian, they must be outdoors, and they must be something they cannot do on those Los Angeles sound stages."

Crawley will probably succeed in the entertainment film business. He is taking his time and he has plenty of that. Right now he is only about 50-going-on-30 and there seems no danger of his energy running out. "It is going to be difficult," he admitted. "There will be trouble. But, if you're not in trouble at least 50% of the time, how can you enjoy living?" And, in the meantime, he can enjoy at least one assured title. He will always be remembered as First Canadian to Make a Good Business of Making Good Films. END

Reprinted from Executive/August/1962.

H-105-

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

October first, 1962.

"FREE FILMS"

Here's your copy of our new "Directory of Sources of Free 16mm Sponsored Films in Canada". It lists 380 sources in every province. About half of the thousands of films available are in colour, many in French.

Started in 1952, it helps to bring together the many thousands of film-using groups and the hundreds of sponsors with free films available. It has gone through five revisions and soon we will have filled requests for over 100,000 copies. This remarkable demand certainly dramatizes the wide use of sponsored films throughout Canada.

Listings are free -- so's the Directory. For extra copies for your branches or the program chairman of a community organization, just ask any Crawley office. Hope you find it really useful.

SPECIAL SERVICES FOR YOU

'Bout time we ran the long but important list of the many free "extras" Crawley clients receive.

1. Your Educational Certificate provided where applicable.
2. Your Board of Broadcast Governors Canadian Content Certificate.
3. Your film listed with the Canadian Library Association.
4. Your film listed with the Canadian Film Institute.
5. Your film listed with the Congressional Library in Washington.
6. Your film listed in Crawley's "Directory of Sources of Free 16mm Sponsored Films in Canada".
7. Press Releases on your film prepared and sent out.
8. Distribution information provided.
9. Promotion information provided.
10. Guaranteed print service, with each print screened before delivery.
11. Film can labels prepared to your specifications.
12. Your literature enclosed in the cans.
13. Customs clearance and shipping service to any country in the world.
14. Your precious originals stored in special vaults under optimum conditions --

Everything but Green Stamps!

23 Years of Quality Production

WANT TO TRAVEL? BE A PRIZE FILM!

SAGUENAY (Alcan) won the First Place Award for Films for Industry and Commerce at the Vancouver International Festival and has been selected for the Edinburgh and the Cannes Festivals.

The classic LOON'S NECKLACE (Imperial Oil) won First Place Award for Entertainment Films at the Victoria International Festival.

The Big RCA color TV exhibit at the Seattle World Fair is daily screening three Crawley films -- TOP OF A CONTINENT (Shell Oil), TOUGH NEW BREED (House of Seagram's Canadian Open film) and ABITIBI (Abitibi Power & Paper).

ABITIBI has also been selected for entry in the Venice International Film Festival. See these productions soon!

WORLD'S LARGEST CORPORATIONS CHOOSE CRAWLEY

There are eight Canadian companies in FORTUNE'S list of the 100 Largest Foreign (non-U.S.) Industrials -- Canada Packers, Ford Motor, Massey-Ferguson, International Nickel, Aluminum, Dominion Tar & Chemical, Distillers Corp.-Seagrams and MacMillan, Bloedel & Powell River.

Crawley has worked for seven of them, besides another eight (all in Europe) of these world corporations.

In addition we have produced films for sixteen of FORTUNE'S list of the 50 Largest U.S. Industrial Corporations, five of Canada's banks and four of the largest life insurance companies A well-balanced portfolio of clients!

Not for one moment do we imply that our films are the main reason for the growth of these giants. Nor for the expansion of the hundreds of smaller "giants" whom we have served. But there must be a reason why so many leading corporations choose Crawley. Try us yourself -- and find out.

TAKE FIVE

We're doing a series of commercials for a new toothpaste which contains food particles for those who haven't time to eat between brushings ..... VARIETY tells of a small time agent who was asked how things were going for him. "Just great," he beamed. "I'm having my office completely renovated. I sent out my hat to be cleaned" ..... Dick Lewis of CANADIAN BROADCASTER says it's tough when your wife tells you to pull in your stomach and you already have ..... the only concept I know that is permanent is the concept of change -- we've had a remarkably busy summer for a variety of our favourite clients but are working our way out and already scheduling for the winter and spring ..... so order your next film now when men and materials are available and climb aboard the Crawley winter works program!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-60

November fifth, 1962.

FUNNY THING ON THE WAY TO THE STUDIO

It occurred to us one day that what this country needs most is a 16-page booklet which condenses all the why's and how's of planning, producing and distributing a sponsored film.

So we sweated it out and it's just off the press. Think you'll find it useful. It's called YOUR MOTION PICTURE. Ask any Crawley office for your copy.

SELLING 'ROUND THE WORLD -- ON FILM!

For sponsors interested in the world market-place, something new has been added -- INFORFILM is an international group of organizations who are specialists in sponsored film distribution. They will arrange for your film to be shown to all sorts of audiences of the type selected by you. INFORFILM is already operating in Belgium, Canada, Denmark, France, Germany, Great Britain, Holland, Sweden, Switzerland and the United States.

Vast or specialized audiences are available. There's a booklet with all particulars and prices from INFORFILM's Canadian rep, Modern Talking Picture Service, 140 Merton Street, Toronto 7, Ontario.

Incidentally we are impressed with the number of our films Modern are now distributing very successfully across Canada.

U. S. FILM FACTS

Theatrical - The number of theatrical features (both U.S. and imported) is still declining but surprisingly both theatre attendance and the number of U.S. theatres are now on the increase!

Television - Filmed programs occupy 35% of the TV day, an all time high. And film dominates the network prime time. In the 1961-62 weekly schedule of the three U.S. networks, here is the breakdown of the 147 half-hour periods between 7.30 p.m. and 11.00 p.m. -- eighteen periods are TAPE, one period is LIVE, and the remaining 128 periods are FILM!

Non-Theatrical - Non-theatrical film expenditures last year totalled $415,000,000. Half of this budget was spent by Business and Industry and a quarter by Education. The remaining quarter was divided (in this order) among Governments, Religion, Welfare, Medicine and Health. The estimated ownership of 16mm sound projectors in the U.S. now stands at 765,000 -- or about one projector for every 250 Americans!

MISCELLANIA

Emerging from a lively summer season, we find ourselves busy with the "finishing touches" on a number of productions. They include such offbeat and interesting undertakings as a Japanese language version of a new film on atomic energy to be delivered this month to the Canadian Embassy in Tokyo -- providing the English "voice" for several German-produced television commercials -- the requirement of a "genuine" injured football player at a Big Four game to complete some work for St. John Ambulance -- the casting, translation and French language narration for a set of recordings to accompany sound slide films for Metropolitan Life -- a race against time and weather to shoot the new model Ramblers against autumn foliage in the Gatineau hills -- the preparation of titles in Eskimo hieroglyphics for a CBC film shot in the Arctic -- the resodding of a lawn after we had dug it up with a steamshovel for the filming of a theatrical feature -- we could go on indefinitely but we know you have unique twists in your business too!

TAKE FIVE

Voltaire said that the secret of being a bore is to tell everything -- which points up the fact that a public speaker who doesn't strike oil in twenty minutes should stop boring ..... during the first day at school the teacher informed all her new students that if anyone had to go to the washroom he should raise his hand. One little boy looked puzzled and asked, "How's that going to help?" ..... of the companies who make up the top fifteen advertisers in U.S. television, Crawley has worked for nine ..... if you (or a member of your family) belong to a camera club, you can borrow a variety of films on photographic materials and techniques from the Camera Club and School Services Division of Canadian Kodak, Toronto 15.

Amazing measurements of Miss Phonograph Record of 1963 -- she's 78 -- 33-1/3 -- 45 ..... Vol. 1, No. 1 of "Teaching Aids Digest" (56 Bloor West, Toronto 5) for secondary school teachers, features interesting articles on the film programs of such Crawley clients as Abitibi, Alcan, International Nickel and Trans-Canada Pipe Lines, besides Modern Talking Picture Service ..... many thanks for all the letters and calls last month about the new issue of our DIRECTORY OF SOURCES OF FREE 16MM SPONSORED FILMS IN CANADA ..... it involved months of research on the part of my assistant, Dorothy Ferrie, and it's good to know it's so widely appreciated. If you need extra copies, just ask.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

~~TORONTO~~: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

17-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

January fourteenth, 1963

ABITIBI POWER & PAPER COMPANY, LIMITED

408 University Avenue, Toronto 2, Ontario, Canada

Seventh
December
1962

Dear Graeme:

You will recall our conversations on Abitibi, the first name on a long list of famous companies in the Canadian pulp and paper industry, and how in 50 years of progress our company has become one of the world's largest manufacturers of forest products.

Now the story is on film, entitled ABITIBI. It is enjoying wide distribution in Canada, United States, England, India, Australia and other countries. As the producer, Crawley should know something of the reactions we have received from various publics.

Audiences have been very enthusiastic and expressive on many aspects -- the historic sequences shot in 1917, the contrast of these sequences to your 1962 colour photography, the provocative script, the dramatic camera work -- all have drawn praise from ABITIBI viewers.

From the company's point of view, the film has already obtained the objective we set for it and is continuing to do good work in schools, service clubs and among financial analysts and sales groups. In its first eight months it has built up an audience of over one million. Fifty thousand people saw it at the World's Fair in Seattle.

It was judged the Best Public Relations film of the year, was accepted for competition at the Venice International Film Festival, and it is enjoying exceptionally heavy bookings.

People do business with people, and Abitibi and Crawley people seem to get along very well. You must be proud of the high morale in your organization of positive thinking men and women. This attitude must show somewhere in your balance sheets; I'll leave it to you to figure out where.

In the meantime, let me say that it is a distinct benefit to your clients.

Yours sincerely,

ABITIBI POWER & PAPER COMPANY, LIMITED

Gib Mackie
Public Relations Manager.

CLEANING YOUR PRINTS BY SOUND WAVES

Films need cleaning -- both original material and release prints. The old method was to run them through soft cloths soaked with a solvent. No matter how much care was taken tiny scratches began to appear after multiple cleanings.

So the latest addition to our Lab is a new ultrasonic film cleaning machine. A big stainless steel cabinet with flashing colored lights that does the job automatically. At 120 feet per minute your film runs through a special liquid where it is bombarded by ultrasonic waves. Only liquid or sound touches the picture area - hence no friction, no abrasion, no scratching.

It increases the life of your film, ensures better pictures on the screen. And no extra charge!

CRAWLITY

CRAWLITY, as undefined in the Concise Oxford Dictionary -- "a natural combination of the words CRAWLEY and QUALITY; that undefinable quality found only in a film by Crawley, considered to be caused by hard thinking, hard work, and the experience of producing over 1300 films in 24 years".

TAKE FIVE

It was the greyest Grey Cup in history and the only things to come clearly out of the fog were those sparkling Crawley commercials for B-A Oil .... William Morris reports our RCMP TV Series now playing for the third time in New York City .... it's cold these days - "when I woke up this morning my teeth were chattering so hard I could hardly get them out of the glass" .... if your boy plays hockey why not get his club to ask us for information on the world's only series of Hockey Training films -- since we first produced them for Wheaties and Crown Brand Corn Syrup, a total of 1,928 prints have been purchased across Canada and all over the world....

Agencies please note that low cost cartoon commercials becoming a specialty at Crawley .... sign over a bookstore in Medicine Hat, Alberta -- "Books" .... and there's the Russian delegation who couldn't be found at the conference hotel -- they'd all checked in at The Comrade Hilton .... "Mass Media in Canada" (Ryerson Press, $5.50) is an important book for people in Advertising and Public Relations -- read the excellent chapter on motion pictures by Roby Kidd .... pleased with the response to "Your Motion Picture" the booklet sent out last month -- extra copies available .... epitaph on a hypochondriac's tombstone -- "I told you I was sick".... 3961 will be the only year which reads 1963 upside down .... and all best wishes from all of us at Crawley for your most satisfying year yet.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February eighteenth, 1963

FOR THOSE WHO COLLECT OFFBEAT QUOTES

"Many a man has dated his ruin from some murder or other that perhaps he thought little of at the time."

-- Thomas De Quincey

CELLULOID EXPORT MARKET

On a per capita basis, Canada has been buying $15.00 worth of goods from the U.S. for every $1.00 worth of goods the U.S. buys from us. Not good.

Like many other industries Crawley has been working hard to develop a significant export market. And with some success.

The most exported CBC series has been our RCMP, now sold in twenty countries -- second series is our ST. LAWRENCE NORTH sold in five so far. Our 130-episode animation series, NEW TALES OF THE WIZARD OF OZ, was produced for Videocraft of New York. We've made well over 200 business and educational films for U.S. and foreign clients and in production now are six more for McGraw-Hill of New York and three more for International Film Bureau of Chicago.

Altogether, a full 20% of our revenue of the past five years has been in U.S. and foreign currency.

Last week in New York the Canadian Consul General held a reception at Canada House for fifty leading sponsors in the Manhattan area to meet Crawley and see our work. We are most grateful for the continuing support of officials of the Department of Trade and Commerce.

For years we have been referred to as "Canada's National Producer" -- as we continue to expand we hope to merit "Canada's International Producer".

WHO'S WHO?

Had a sneak preview of the new Directory of Broadcast Executives -- photos, addresses, business and personal backgrounds of 1350 executives in Canadian television, advertising, production and allied areas.

It's big, attractive, hard cover, working reference book -- completely professional in appearance and content -- available now at $10.00 from Common-Market Trading Ltd., 17 Dundonald Street, Toronto.

MEMO TO AGENCIES

Grateful are we to the many agencies, advertisers and TV stations who have shown such interest in our low-cost cartoon animation for TV commercials and other purposes. Because we believe in our medium we've produced a new twenty-minute colour film called A DEMONSTRATION IN ANIMATION.

Many new and challenging assignments are rolling in from across the country. Room for lots more.

Storyboards, anyone?

CANADA'S LEADING FILM SPONSORS

We're going out on a very long limb.

Based on returns for our "Directory of Sources of Free 16mm Sponsored Films in Canada", and taking into account both number of films and number of prints in use, we think these are now Canadian industry's twenty leading film users:

Alcan, Bell Telephone, British Petroleum, B-A Oil, Canadian Ingersoll-Rand, C.G.E., CIL, CNR, Carling's, Du Pont, Ford, G.M., Imperial Oil, Lever Brothers, Molson's, Prudential, Seagram's, Shell, TCA, and Union Carbide.

It's a source of real personal satisfaction to note that Crawley has worked for seventeen of these twenty leaders!

And here are the fifteen largest collections of free film titles listed in our Directory:

QUEBEC SERVICE DE CINE-PHOTOGRAPHIE	(3500)
UNIVERSITY OF ALBERTA	(2500)
MANITOBA DEPARTMENT OF AGRICULTURE	(900)
ONTARIO AGRICULTURAL COLLEGE	(650)
SASKATCHEWAN HIGHWAY SAFETY COUNCIL	(450)
FRANCE	(300)
B.C. DEPARTMENT OF EDUCATION	(300)
ONTARIO FIRE MARSHALL	(275)
INDIA	(225)
MANITOBA FEDERATION OF AGRICULTURE	(200)
MOLSON'S	(150)
DOMINION FIRE COMMISSIONER	(142)
CIL	(110)
ALCAN	(100)
UNIVERSITY OF BRITISH COLUMBIA	(100)

TAKE FIVE

You don't fully realize the hardships of our pioneers until you remember that day after day they plodded their way westward into the setting sun without sun glasses ..... recent tests by Schwerin Research indicates U.S.-produced TV commercials motivate Toronto viewers only half as much as they do viewers in New York ..... this country wouldn't be in such a mess today if the Indians had adopted more stringent immigration laws ..... every year, twice as many new films are produced in the United States as there are books published ..... add definitions -- an octopus is an eight-sided cat ..... among thousands of requests for our Directory of Free Films comes one from the Superintendent of Florida State Prison -- a fine example of a captive audience for your films ..... and here's a puzzler for you -- why is it that the wrong number you dial on the 'phone is never busy? ..... write if you get work.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March eighteenth, 1963

Producer-Director Peter Cock and Cameraman Stan Brede, with the cooperation of the Department of Northern Affairs, spent a month in northern Hudson Bay shooting, for Calvert's, the first motion picture on the sport of seal hunting. Like to read Peter's own account?

SEAL HUNTING IN THE ARCTIC

"I never thought a dead seal could be so warm and comfortable, but when you are riding home on a dog sled eighteen to twenty miles out on the windswept ice of Hudson Bay, you can get pretty chilly.

Stan Brede and I were grateful for the chance to lie on top of the warm carcasses of the freshly killed seals which not only kept us warm, but acted as cushions to take the shock out of the wooden komatik which slapped its way across the uneven surface at 6 m.p.h.

Shooting a film on Seal Hunting in the Arctic is not all romance and adventure. Stan and I left Ottawa in a mid-May heat-wave and arrived in Churchill to find ice and snow and bitter 30 m.p.h. winds. Here we were stranded waiting for the weather to clear sufficiently for a plane to get us to Whale Cove on the north-west coast of Hudson Bay. When the weather did eventually lift, we were sent in by a DC3 flown especially for us. The weather promptly closed in again and remained this way for the rest of the filming.

Shooting a film in "white-out" conditions is no fun. The sky and snow blend into one great white void. Out on the frozen Bay, surrounded by this whiteness, it is practically impossible to see even a six foot high snow drift -- as there are no shadows to separate it from its background. There is no sun and yet the glare is so intense that ordinary sun glasses are useless for anything but short periods of time.

Luckily, we were able to borrow dark snow goggles, which made us look like something from an Everest Expedition. We covered our faces with thick layers of sun protection cream, but at the end of the first day we were badly burned and our lips were swollen and painful. For the next two days I wore a dark handkerchief across the lower part of my face like a bandit, as protection against the glare.

For two nights we lived under canvas camped 18 miles out on the Bay with nothing between us and the ice but our sleeping bags. However, I must admit I talked one of the Eskimos into lending me a polar bear skin from his sled to put underneath which helped to take the chill off my backside! We had only planned to stay out one day because carrying enough food to feed eight hungry men practically required an extra sled. The 21 dogs were to be fed with the seals we shot. However, the hunting was poor and we had to stay the extra day to get enough film footage for a good sequence. Our food supply got a bit short, and although far from being starved, we welcomed the stew made from seals' intestines which was boiled up by the Eskimos.

Trying to get pictures of seals on the ice is not as easy as it may appear. You can see a seal for miles, as he appears as a black blob in a field of white, but unless there is some rough ice to hide behind, it is not always possible to get within camera range before he sees you and dives for his hole.

We used the Eskimo stalking method -- Stan lay flat on a small sled and propelled himself with his toes. Every time the seal looked up, Stan would have to lie still and pretend he was a seal too, then gradually edge forward again. Usually, the seal would dive before he could get to a decent range and we would have to start all over again. In the biting cold, this was no picnic.

To the Eskimos, our antics seemed crazy. To creep within range of a seal only to shoot it with a camera, was all wrong. After all, to them the seal is food and clothing and should be hunted and killed. Their dependence on nature became all too apparent one morning at the village. For days, large flocks of Snow and Blue Geese had been flying north overhead. This, of course, was a sign for every man, woman and child who could raise a gun to try and call down the geese by imitating their honking -- so they would come close enough to be shot. Eskimos are excellent marksmen, and numerous geese fell on Whale Cove.

During this bird migration, we were filming a synch sound sequence inside a house. It had taken a great deal of time and patience to get my six actors posed and rehearsed in both action and dialogue (all done through an interpreter), but it was finally accomplished and we were ready to shoot. Suddenly a flock of geese passed right over the building. My "actors" rose as one man and, grabbing their rifles, rushed for the door. A hail of bullets flew in all directions -- but alas the soft life of acting had taken its toll -- not one goose fell!

One bright sunny day we had driven our sleds to the edge of the floe ice and launched canoes so we could get some shots of ice pans and small 'bergs. While we were about a mile or so off "shore", the wind changed and all the floating ice blew back against the floe edge forming a half mile thick barrier of rough jagged cakes. We had to sail farther down the floe edge before we could land on solid ice and then had to walk two miles back to our dog sleds through soft, wet, knee-high snow. A two-mile walk through wet snow is bad enough, but when you are dressed in heavy Arctic gear for a "standing-around" type job, it makes things doubly difficult. I'm glad someone lent me a 5BX plan a few months before we went North.

Thumbing a ride by car is fairly common, but I never thought Stan and I would have to thumb a ride by plane. We had completed our filming by mid-June and had been waiting some days for our plane from Churchill, but nothing came. One evening, we heard the drone of a small Norseman overhead. Radio contact confirmed he was both empty and flying south. We invited the pilot to land for supper and were able to thumb our way out to civilization again."

* * * * * * * *

This film is a very attractive pictorial first -- for sport seal hunting is now permitted for the first time. Book it for your organization's program from a Calvert rep or from Modern Talking Picture Service, 140 Merton Street, Toronto.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

H-105-5

April twenty-second, 1963.

SPICE OF LIFE

Someone -- perhaps it was you -- once said that "variety builds experience". It's not as profound as most of your conversation -- but it's true.

Been looking over our Annual Report. In 1962 (our twenty-fourth year in business) we turned out our 1300th film. Brethren, that's a lot of experience!

Let's say you wanted to broaden yourself and put zip into your life. So you screen a different Crawley production every working day. How long would it take you? Over five years! And by that time we'll have another couple of years of daily screenings ready for you.

Each of these hundreds of films has been given the full T.L.C. treatment, (that's tender loving care). Each has been painstakingly custom-built -- carefully researched, planned, written, directed, photographed, recorded, titled, printed. Many have explanatory animation sequences, many have specially composed music scores.

Whether a modest training film or a big budget P.R. piece for a multi-million audience, each step of the craftsmanship is supervised by one of our top producer-directors. That's the Quality that comes only from Experience plus the Economy that comes only from Volume. Together for you they spell Value.

Variety builds Experience. Look back with me at the tremendous variety of film production clients who chose Crawley during 1962.

Business and Industry. Read the names of some of our clients during the year. Abitibi, Alcan, American Motors, BA Oil, Canada Packers, Canada Wire & Cable, Calvert, Dustbane, E. B. Eddy, General Electric, IBM, Imperial Oil, Mead Johnson, Metropolitan Life, Outboard Marine, Salada Foods, Seagram, Shell, Sun Life, Swift, Union Carbide, Warnock Hersey.

Worked for half the Provincial Governments -- Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan. And Government Corporations -- Quebec Hydro, Ontario Hydro, Polymer, CBC, Atomic Energy of Canada, CNR, and TCA. There was work for the Department of National Defence, for the National Capital Commission, for the Metropolitan Toronto & Region Conservation Authority.

The Health field was an important part of our 1962 business. Canadian Medical Association, Canadian Dental Association, Canadian Nurses' Association, Ontario Hospital Association, Canadian Tuberculosis Society, Canadian Arthritis & Rheumatism Society, Canadian Cystic Fibrosis Foundation, Canadian Pharmaceutical Manufacturers Association, Industrial Accident Prevention Associations, Hospital for Sick Children, Winnipeg Childrens' Hospital.

Welfare and Character Building were not neglected. The Canadian Welfare Council, YMCA, Boy Scouts, St. John Ambulance, Unitarian Services Committee, Collins Bay Penitentiary.

Education was another busy specialty. During the year we found ourselves working for four universities -- Carleton, McGill, Queen's and Saskatchewan. And there were series of educational films for McGraw-Hill of New York and the International Film Bureau of Chicago.

During the year we further expanded our Export market, working for British Titan Products, Inter-Varsity Christian Fellowship of Chicago, Videocraft International of New York, Silva of Sweden, Fixo-Flex of Germany, Cine-Sound of Australia, Pacific Productions of New Zealand.

Samuel Johnson pointed out that "the great source of pleasure is variety". This is true, for we get a great deal of pleasure from turning out effective films. And one of the main reasons is that very few Canadians can have the infinite work variety enjoyed by the producer of sponsored motion pictures.

Let's know when we can put all this experience to work for you.

THE STORY OF MEAT IN CANADA

Typical of the national publicity achieved by many good films is the enclosed reprint from The National Provisioner (Chicago) of an article on our motion picture for Swift Canadian.

MAY FILM FEST IN MONTREAL

Annual Canadian Film Awards banquet and screening will be May 10 at the Queen Elizabeth. This is when producers and sponsors first hear the good news about their entries.

And there will be national meetings of the Association of Motion Picture Producers and Laboratories of Canada, the Society of Motion Picture and Television Engineers, the Canadian Society of Cinematographers. Quite a celluloid clambake!

TAKE FIVE

Only Canadians have mastered the art of being prosperous though broke ..... Broadcast Advertising estimates that 18.4 million TV commercials will flash before the U.S. public this year ..... church letter to long absent members -- "This is from your CH--CH. What is missing?" ..... CTV Network looking for good 20 or 60-second public service promos -- which we'll be glad to produce ..... F. R. Crawley back from an interesting production swing through London, Paris and Rome just in time to be interviewed on the Pierre Berton show ..... last month I was privileged to speak on the film medium to Ad Clubs in Winnipeg, Montreal, Toronto and Ottawa .....

Someone said rudely that TV today is full of antiques, either Early American or Olde English ..... sponsors desiring a list of film competitions have only to ask us ..... "I didn't come back to be told I'm burning the candle at both ends", said a patient to his doctor. "I came for more wax" ..... anyone want more information on the UNESCO Festival and Seminar on Films on Art at the National Gallery in Ottawa May 23-25? ..... TOPICAL THINK PIECE: You can't jump from winter to summer without a spring ..... or you might have a fall ..... unless it's a leap year.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

FLASH! FLASH!

The Crawleys slated for
Pierre Berton Show 11.00 p.m.
Tuesday, April 23rd.

Film Tells Swift Story Of Meat Industry In Canada

SWIFT
The Story of Meat in Canada
The Story of Meat Canada

WORLD PREMIERE of color film, "The Story of Meat in Canada," was held in "Swift Theatre" at exhibition in Toronto. Movie was shown 12 times daily.

A REFRIGERATOR car slowly moves off along a spur to become a part of a mainline train. Where is it headed? Who wants what it's got? A truck pulls out from a packing plant with 15 tons of meat—who wants it? A salesman somewhere knows the answer.

"Every week, thousands of refrigerator trucks and cars move meat from packers to consumers . . . that's a lot of meat, and it takes a lot of selling. It also takes canny judgment and good bargaining . . . "

The feeling of movement is evident in these and other passages from the narration of a 26-minute color film, "The Story of Meat in Canada," sponsored by Swift Canadian Co., Ltd., and produced by Crawley Films. It traces all aspects of the processing of livestock and meat from producer through packer to consumer.

The motion picture was premiered at this year's Canadian National Exhibition (August 17 to September 3) in Toronto, where it was shown 12 times daily in the "Swift Theatre." It will be available for general distribution throughout Canada about September 15.

No mention is made of Swift Canadian in the narration; the only sponsor identification is through plant shots and views of company trucks. Photographic work was done on location in Ontario, Quebec, Manitoba and Alberta. Following is a review of the narration.

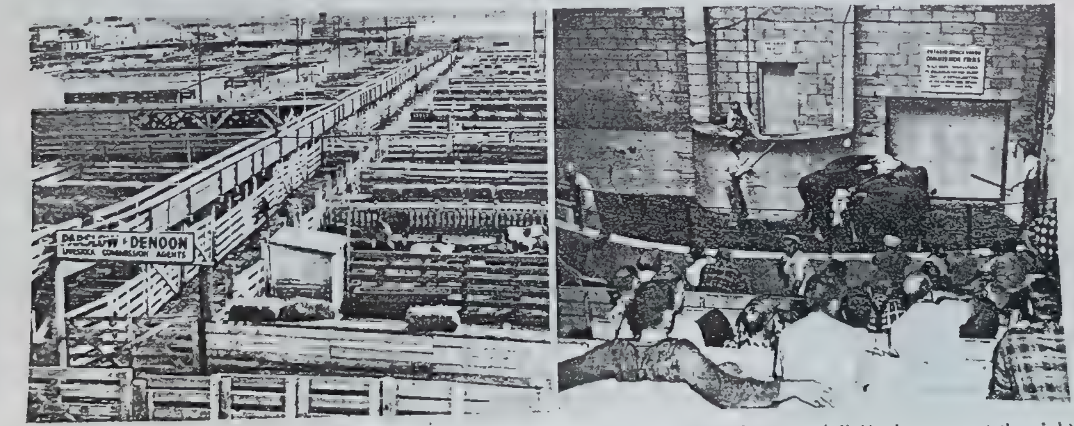
The film opens with sweeping panoramic views of western rangelands and then moves on to commercial feeding of cattle, hogs and lambs. The sound track points out:

"A big commercial feed yard handles thousands of head of cattle a year, and it is a highly scientific beef factory providing high-energy rations balanced with proteins, vitamins and minerals. On this diet cattle can gain better than 2 lbs. a day and soon reach market weight, around 1,000 lbs.

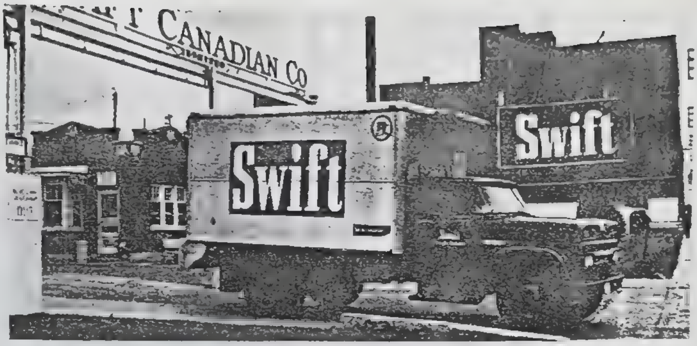
"Specialized feeder operations not only are efficient, they also produce meat of more uniform quality and better finish, which is in growing demand today."

The narration continues: "Whatever the livestock, the day comes when the producer decides to sell. He has a choice of several methods of marketing." The film goes on to show marketing of livestock directly to the packer, through an agency and through the public stockyards.

In Ontario, for instance, hog marketing is accomplished through the long-distance Dutch auction system using modern communications. Animals are offered to all buyers by pri-



NARRATION for scene at left: "Here at Calgary, in the heart of the beef country, 7,000 head of cattle may check in during a busy week." Movie scene at the right depicts an auction ring at Ontario stockyards, Toronto.



NO MENTION of Swift Canadian Co., Ltd., is made in sound track of film. Sponsor identification is through views of company trucks and plant shots.

vate teletype. The price for each lot starts above the current level and declines until a bid is made. The interested buyer bids or waits for a lower price, depending on the needs of his own plant. He registers his bid by the touch of a button. The offering message stops immediately and moments later confirmation of the sale is received.

The film describes the stockyard as "an enormous livestock hotel. Pens are assigned to commission firms, which are responsible for the well being of the 'guests' until they are sold . . .

"Every day, around the clock, trucks and railroad cars roll up to the loading docks of the big stockyards. The trucks may carry a couple of animals, a couple of dozen, or they may be double-deckers that can hold 200 lambs or 40 steers. Majestically, the big trailers move in. At the dock, each shipment is checked in and counted; then the animals are moved off to the pen of the commission firms to which they have been consigned to await the call of the auctioneer . . .

"Meanwhile, the buyers for the packing companies, which will be competing for the livestock offered, estimate what they can bid in the light of the day's prices for meat.

"Pennies count when a sale is closed, for the earnings of meat packers are among the lowest of any major industry—less than 1¢ on the dollar. Packers are competing to buy livestock, but they also are competing to sell meat. When a packer buys, he has to consider what he can get for every last part of an animal, and so accurate weighing of the livestock becomes an important matter . . ."

The role of the meat packer is portrayed vividly in a series of operational scenes. Dressing of beef carcasses, quality testing and inspection are reviewed. On the last subject, the movie explains:

"Throughout the processing, inspectors of the Department of Agriculture examine the carcasses for cleanliness and wholesomeness, and their final stamp of approval on any meat assures the public that high health standards have been maintained. Then the meat is graded for quality and type. Beef that meets the packer's own specifications receives his brand with a roller stamp."

Following a few brief scenes on veal and lamb processing, the text continues:

"Unlike any other meat, pork is sold almost entirely on the basis of wholesale cuts, and preparing them is a highly skilled operation. There are hams, of course, and loins and bacon and picnics. These, in turn, are made into over 100 retail cuts, including chops, ribs and hocks.

"For, of all the livestock, hogs have the highest yield in meat and meat products—about 75 per cent as compared with about 55 per cent for beef and less than 50 per cent for lamb. Preparing all these cuts is not a matter of skill alone, for skill implies proper tools to work with. In the case of pork, this means razor-sharp knives curved and shaped to remove each specific cut."

Operations in the meat packing business require skillful and experienced hands, since no two animals are quite the same, the film observes. However, there are many tasks that machines can do most efficiently.

The movie next touches upon by-products (lard, shortening, soaps, detergents, cosmetics, wool, etc.) of the packing industry and returns quickly to the major theme:

"But the packers' main business is meat. Buying livestock all across the country and processing it are big jobs, and an even bigger job is moving the meat and selling it. This is where the race with time begins . . . where the tempo really picks up.

"Perishability sets the pace in the industry. From this point on, the meat must be sold and delivered within a few days . . .

"A lot of sales are made right out of the cooler, but in this fast-moving business the telephone is often quicker for buyer and salesman."

Day-to-day problems are portrayed by telephone conversations, such as the following:

"*Voice 1*: Well, after all, you know, all you're giving me . . . all I'm trying to do is get an order for a carload of meat.

"*2nd Voice*: I don't like the sound of your market; we have a lot of meat to move.

"*3rd Voice*: I don't think it will do any business, but we'll quote it anyhow.

"*4th Voice*: I feel that making shipment of this might only be detrimental to our business.

..."*5th Voice*: I think we are going to have to bid a little lower than we've been.

"*6th Voice*: All right, we'll talk to them about the pork loins and also the pork liver, Stu. O.K., good enough. I'd say the top of the market is seven—you might not be able to get it but let's push for it.

"*7th Voice*: Oh, brother, here we go again."

How meat is bought and sold is determined by the problems of buyers and retailers. "Fifteen tons of meat on the road and a problem at every turn," the narrative says,

The film continues: "It changes every day. How do you make sense out of it for a perishable commodity? How do you make quick sense out of it for distribution? Quick communication is part of the answer, reflecting immediately the change in demand across the country. Quick calculation is another part, as these demands are processed and translated into specific shipping requirements for each packing plant . . .

"Across the praries and the mountains, along the banks of the Seaway and through coastal villages, trucks and trains carry meat to individual retailers and chain stores...

"And the meat does keep moving. A consumer can walk into any market in the country and the meat will be there in abundance and variety —fresh, wholesome and appetizing —an important source of high-quality proteins. She'll buy, or not buy, as she chooses, and what she chooses turns the wheels of this industry all along the line from the farms and ranches to the packing plants to the retailers. It turns them fast and in competition to deliver what she wants when and where wanted."

Reprinted from THE NATIONAL PROVISIONER, September 15, 1962

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TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY
OMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May twenty-seventh, 1963

P.R. for PRofessionals

Business and industry use all the media of advertising and sales promotion -- including films -- but because of certain traditional restraints, all these powerful techniques are denied the professions.

Yet for recruiting the right kind of young people, for preventing discriminatory legislation, and for building fresh public understanding, a profession needs good public relations just as much as does any industry.

Of course most of our films are for companies, but for many years Crawley has specialized in the production of films for almost a hundred different associations and institutions -- organizations in the fields of trade, education, health, labour, sports, agriculture, politics, welfare, religion -- and the professions.

TV films for the Canadian Medical Association and for the Canadian Dental Association, a recruiting picture for the Canadian Library Association, a medical film for the Ontario Medical Association, a school film for the Canadian Bankers Association -- and informational films now in production for the Canadian Council of Professional Engineers, for the Canadian Nurses' Association, for V.O.N., for the Ontario Hospital Association. National Cash sponsored our recruiting picture for Chartered Accountants.

Not only for the professions but for any association or institution with a story to show to the millions, we offer to sit down with you, show you the results achieved by others and tell you the budget required for the type of picture which will be most effective for you.

SAFETY TESTS

Motion pictures can do many things. A recent assignment was filming, with three slow motion cameras, a series of tests of different types of highway guard rails.

The engineering firm of Warnock-Hersey conducted the tests for the Quebec Department of Roads on an unfinished section of Montreal's Metropolitan Boulevard.

A dozen different designs of guard rails were set up and old cars were sent hurtling down a wooden track at 55 m.p.h. to strike the rail at an angle of 23 degrees. A number of spectacular crashes resulted, some of the cars going over the twenty-foot drop.

Rod Sparks, Crawley Chief Engineer, with three cameramen and precisely timed equipment, shot each test vehicle from the gondolas of "Giraffes" swung out over the roadway. The pavement had been painted into five foot squares.

From the resulting slow motion films a frame-by-frame study has enable the engineers to calculate the angle and velocity of rebound and help make highways safer for you and me.

BOUQUET FROM DETROIT

Sometimes we wonder what American executives think of the films we make for their associated companies. Just completed is a new film for American Motors (Canada) Ltd. They sent a print to the U.S.

Here is an internal memo from John Conde, P.R. of American Motors Corporation of Detroit to Roy Chapin, Chairman of the Board, American Motors (Canada). Thanks for what it says -- thanks for permission to proudly share it with you -- and hope it prompts you to arrange with the sponsor for a screening (see leaflet enclosed).

> "Roy Chapin:
>
> I think the BRAMPTON BUILDS A CAR film is superb. I have seen hundreds of industrial films on almost every subject imaginable, and this is the best I ever saw.
>
> Here are my reasons:
>
> (1) The entire production showed real imagination. Yet it was not "cute" just to be different.
>
> (2) The photography could scarcely be improved, especially the broad use of closeups and the emphasis on just ordinary people working in the plant, the beautiful color and the unusual camera angles.
>
> (3) The script was beautifully handled. I just wish we could get someone as talented as Mrs. Crawley for other assignments in this country. I especially liked the deftness with which "voice over" was used -- there were moments of silence, when things happening needed no explanation.
>
> (4) The music was perfect. I understand it was original music performed by members of the Toronto Symphony. As Howard Hallas will tell you, the background music on most industrial films is so similar you can usually spot the canned music in nearly every picture. But this was as professionally done as it could be.
>
> (5) The picture has suspense, human interest -- is never tiring or boring. Earl Brownridge and everyone associated with it can be very proud.
>
> John Conde"

TAKE FIVE

When you drive this summer don't gamble -- the cars may be stacked against you ..... Provincial's Almanac quotes this letter written by a lawyer in India: "Dear Sir; Unless you pay the rupees that you owe within seven days, we shall take steps as will cause you the utmost damned astonishment" ..... color TV really starting to roll in the U.S. where there are a million color sets and where 394 stations are equipped for color transmission while 126 can originate color films locally, and NBC is now telecasting color in 68% of its prime time -- Canadian sponsors with color films will have a field day when color suddenly hits Canada!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. See Crawley's award-winning hour long special THE ANNANACKS on the CBC French Network May 30 at 9.00 p.m. or the CBC English network June 17 at 10.00 p.m.

Brampton Builds A Car

FREE APPLICATION FORM

Please reserve your 16mm, 27 min. sound colour film "Brampton Builds A Car".

For use on ....
Day & Date

Alternate date ....
Please Print

Name ....
Club or Organization

Address ....

Signature ....

Send film to: ....

"BRAMPTON BUILDS A CAR"

A 27-minute, 16 mm. sound and color film, highlighting the manufacturing technique of automobile production in Canada.

This is a truly outstanding documentary. The subject matter is presented in unusual and fascinating form, with unique camera angles which grip and hold the viewer's attention. Spiced with original music and lively commentary, the picture glows with the rich coloring of a medieval tapestry.

It was designed to be shown as educational entertainment to clubs, schools, or any social group or organization interested in the marvels of modern Canadian manufacturing practice.

Sponsored by American Motors (Canada) Limited, Brampton, Ontario.

Come with us on a tour of Canada's most modern assembly plant!

Meet the President, and see how Canadians exercise special care in building cars to stand up to our severe Canadian conditions.

This production was filmed by Crawley Films Limited, of Ottawa, Ontario. Camera crews spent three weeks on location, and took over 10,000 feet of color film to record this engrossing story for the Canadian public.

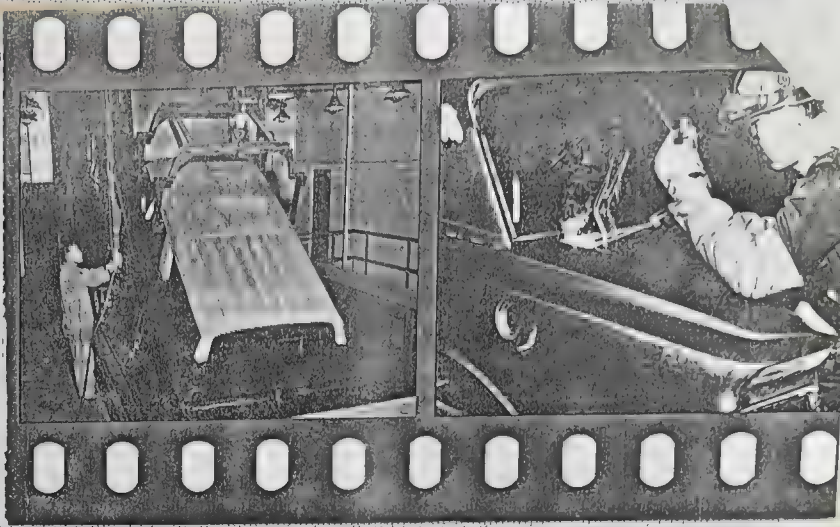
Board of Broadcast Governors #C-2197 100% Canadian Content.

Place
Stamp
Here

MODERN TALKING PICTURE SERVICE

140 Merton Street,

TORONTO 7, Ontario.



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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

July eighth, 1963.

COLOUR PRINT PRICES SLASHED!

As a more economical method of making colour prints, four years ago we developed high quality Ektachrome masters. For most of our customers who require more than ten prints this meant a saving of up to 20% as compared with prints from the original.

Graphic Films, our laboratory associate company, is fundamentally a quality house, with all prints individually screened before delivery and guaranteed. Because of the very competitive prices of our prints from master, we found ourselves making the prints for other professional producers, plus many other organizations all across the country. Graphic has grown to be Canada's largest colour laboratory.

And now -- a new step! After extensive research we have joined the relatively few labs in North America who are able to offer Eastman colour prints via internegative.

The interneg has all the fades and mixes, colour corrections and timing changes built right into it and the big savings is in the cost of the much more economical raw stock.

After your answer print is approved, we make a colour interneg from A & B roll originals and then file your original safely in our vaults. Cost of the interneg plus matching sound track and ten prints is slightly less than the cost of ten prints from the original. From then on, your saving over prints from other methods becomes spectacular.

Example: In quantity, 20-minute sound colour prints (complete with reel, can and print protective treatment) cost $122 from the original, $101 from a master -- but now only $84 from an interneg! By specifying interneg instead of master printing, one client is getting top picture quality with better sound and is saving over $1,000 on his print order. He had already saved another $1,300 by his decision not to print from his original!

For more information on this significant new development, ask our proud Lab Manager, Bill O'Farrell.

PUTTING YOUR BEST FILM FORWARD

A recent survey showed TV stations and film users concerned with the receipt of dirty and torn prints.

This is the time of year when knowledgeable sponsors send us whole libraries for print renovation. Skilled technicians in our laboratory inspect them, clean them, make repairs, apply a special protective treatment and send you a report on the condition of each print.

The cost is low -- $3.75 for a twenty minute film for instance. Ask for more particulars or just parcel up your prints, send them along for servicing and be sure you are putting your best film forward.

24 Years of Quality Production

ELLING YOUR STORY ABROAD

How well can a Canadian film sponsor do on U.S. TV?

In 49 months Massey-Ferguson's 27½-minute OF SOIL AND LIFE has had, through Modern distribution, a total of 837 telecasts to an estimated 29,345,300 viewers.

Not too bad when you consider there are only about 600 TV stations on the U.S. air!

CANADIAN FILM AWARDS

With 175 entries from 44 different producers, the 15th Annual Canadian Film Awards was the largest film competition ever held in Canada.

We received Awards of Merit for:

Sales and Promotion Films - PARTNERS FOR PROGRESS (produced for Manitoba Department of Industry and Commerce) which was cited "for its imagination, excellent visual quality and unaffected spirit in presenting the economic philosophy of industrial development".

Television Films - THE ANNANACKS (made for the CBC) "for its treatment of a sociological subject with sensitivity and dignity and for its excellent visuals".

In addition, Chris Chapman received the C.S.C. Honourable Mention for Colour Cinematrography of SAGUENAY, our motion picture for the Aluminum Company.

Crawley productions have now won 135 national and international awards. They've won more Canadian Film Awards than all the other production companies now in business combined.

More important to the sponsor is Crawley's ability to creatively interpret the client's message and transmit it through the film medium. Like to see some of our award-winning effective films?

TAKE FIVE

Charles Everett, my fellow V.P., just elected President of the 60-member Association of Motion Picture Producers and Laboratories of Canada, the third Crawleyite to be so honoured ...... Toronto Manager Bill Kennedy elected a Director ..... not referring to either of them when I define an executive as a man who can take two hours for lunch without being missed..... sponsors with public service films suitable for U.S. TV stations should register them (no charge) with Broadcast Information Bureau, 535 Fifth Avenue, New York 17..... good to meet so many PR friends at the Canadian Public Relations Society in Vancouver, and I retract everything I've said about B.C. weather ..... Adult: A person who has stopped growing at both ends and is now growing in the middle ..... we have a sample agreement for sponsors booking their pictures on TV stations if you'd like a copy ..... power can be intoxicating but as the man said when he fell into the Grand Canyon -- "Watch that first step, it's a killer" ..... Abitibi Power & Paper has put out a useful Teaching and Discussion Guide on their award-winning film ABITIBI ..... speak well of your enemies--you made them..... and how about some relaxing holidays this summer? It may be later than you think and we enjoy the replies we get to copies of this newsletter!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

August twelfth, 1963.

LAST ONE IN IS A STINKER!

If you had a feeling that the water is a bit safer this year, give some of the credit to Sun Life.

In wide distribution this year are two new Crawley motion pictures for Sun Life -- BE WATER WISE and BOATING AND GOOD SENSE.

Produced in French and English versions with the cooperation of the Red Cross, prints are being used by television stations across Canada besides receiving wide distribution by the Red Cross, by the National Film Board and by the provincial Departments of Education.

The attached leaflet will tell you how you can borrow or purchase prints for your organization and thus perhaps SAVE A LIFE.

NAME DROPPING

We've been thinking of some of the well-known people who have appeared in Crawley productions. Quite a list.

Kate Aitken, Joel Aldred, Douglas Ambridge, Marius Barbeau, Pierre Berton, Claude Bissell, Katherine Blake, Lloyd Bochner, Bernie Braden, Leonard Brockington, Bob Christie, Eric Christmas, Greg Clark, M. J. Coldwell, Jack Creley, General Crerar, Betty Crocker, Joyce Davidson, Fred Davis.

John Diefenbaker, John Drainie, George Drew, Davidson Dunton, Ike Eisenhower, Joan Fairfax, Max Ferguson, John Fisher, Don Francks, Doug Ford, Leslie Frost, Gratien Gelinas, Lorne Greene, Paul Gouvremont, Tyrone Guthrie, Amelia Hall, Barbara Hamilton, Huckleberry Hound, Eric House, C. D. Howe, Frances Hyland.

A. Y. Jackson, Alan Jarvis, Claude Jodoin, Margaret Armstrong Jones, Yousuf Karsh, Betty Kennedy, Roby Kidd, Budd Knapp, Jacques Labrecque, Michael Langham, Premier Manning, Bishop Marsh, Vincent Massey, Ed McCurdy, Field Marshall Montgomery, Mavor Moore, Philip Mountbatten, George McGowan, Michael Normandin, Grattan O'Leary, Huguette Oligny.

Arnold Palmer, Tom Patterson, Gilles Pelletier, Christopher Plummer, Henry Ramer, Douglas Rain, Kate Reid, 'Rocket' Richard, Toby Robbins, Premier Roblin, Lord Rowallen, Barbara Ann Scott, Sam Snead, Louis St. Laurent, Jimmy Tapp, Tommy Tweed, Bill Walker, Murray Westgate, Austin Willis, J. Frank Willis, The Wizard of Oz and the infamous Smlif Yelwarc.

If your name was inadvertently omitted from this distinguished company, please forgive us and blame it on the heat.

INFLUENCE OF TV ON REPARTEE

Overheard at a teenage party: "Madam, my expert opinion is that your washer is clogged with suds."

PERSONAL PET PEEVES

The secretary who says "Who shall I say is calling?" (who do I have to be?) ..... the telephone caller who begins "I'll tell you what I'm calling you about" (why not just tell me?) ..... the writer who finishes a sales letter with "Please do not hesitate to ask for further information" (I'm sitting here hesitating?) ..... and the sponsor who wants the same short film to sell goods, train staff, build a company image, recruit employees, create an export trade, prevent discriminatory legislation and promote the free enterprise system!

WHY DO THEY MAKE FILMS?

The 1963 FILM AND A-V ANNUAL sent out a questionnaire to the top producers of business films in North America.

Sales Promotion/Advertising was by far the main purpose for which business and industry used motion pictures last year. Second came Public Relations. Tied for third place were General Information/Documentary and Training. Fifth came Research & Development. Other uses cited for industrial films were Travelogs, Recruiting, Entertainment and Education.

Of the films reported, a full 80% were in colour, while 28% used synch-sound.

The producers reported a definite increase in the understanding by executives of the use and effectiveness of films in selling, training, promotion, etc. Sponsors have become more sophisticated -- eager to make good films as opposed to expensive home movies. Many films tend to be shorter, simpler, with less narration and more action.

TAKE FIVE

Women are funny -- the fat ones want to get flatter, the flat ones want to get fatter ..... one of our B.A. Oil commercials (through James Lovick) for the Grey Cup Telecast won a Certificate of Recognition from the American Television Commercials Festival ..... said Prince Philip recently, "The trouble with senior management today is that there are too many one-ulcer men holding down two-ulcer jobs" ..... Canadian Film Institute reports that our QUALITY OF A NATION (how to prepare for Canada's Centenary) sponsored by E. B. Eddy has already been screened before 1000 community organizations and shown on 37 TV stations to over a million Canadians ..... Eastman Kodak reports that Americans spent $432 million on audio-visual presentations last year and that 9,200 new motion picture titles were reported ..... it's a busy Summer season around Crawley Films with crews on location from Alaska right through to New Brunswick -- but we're planning for the Fall now and would like to plan with you ..... when there's a film in your future, Call Crawley -- see our films and you'll see why Crawley is one of the world's leading producers of business films.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

Two Water Safety Films

BE WATER WISE

14 minute 16mm. colour film dealing with personal
safety on, in and near the water

This film shows that real safety in the water is the result of CARE, TRAINING AND COMMON SENSE. Presented in terms readily understandable to everyone the film deals with the A-B-Cs of swimming and water rescue, points out the importance of keeping a cool head at all times and the necessity of learning first things first. It was filmed at a summer camp and includes practical demonstrations. English and French prints are available.

WHEN YOU NEED YOUR WATER SAFETY TRAINING
YOU MAY NEED IT IN A HURRY

●

BOATING AND GOOD SENSE

14 minute 16mm. colour film dealing with the proper
use of small, powered craft

This film shows that real safety in boating is the result of CARE, COMMON SENSE AND COURTESY. It covers boating training, and demonstrates safety in water skiing. Pointing out some of the common dangers in boating, it stresses the importance of having the proper size motor and proper equipment in the craft — such as life saving equipment, first aid kit, fire extinguisher, navigation lights, tool kit and flashlight. Filmed at a summer camp it includes practical demonstrations. English and French prints are available.

WHEN YOU NEED YOUR BOATING SAFETY TRAINING
YOU MAY NEED IT IN A HURRY

●

PRINTS OF THESE TWO SAFETY FILMS ARE AVAILABLE

To *borrow* prints for showing at camps, community organizations, group meetings and other functions, apply to your provincial Red Cross Branch or the nearest office of the National Film Board.

To *purchase* prints write to the Advertising and Public Information Department, Sun Life Assurance Company of Canada, 218 Sun Life Building, Montreal.

Produced for the Canadian Red Cross Society by

SUN LIFE ASSURANCE COMPANY OF CANADA
A Mutual Company
through the studios of Crawley Films Limited

français au verso

Films sur la sécurité aquatique

"SÉCURITÉ AQUATIQUE"

La sécurité aquatique personnelle est une question de PRUDENCE, D'ENTRAÎNEMENT ET DE BON SENS... Tel est le thème de ce film en couleur, présenté en des termes à la portée de tous, et qui porte sur les éléments de base de la natation et du sauvetage. On y insiste particulièrement sur l'importance de demeurer calme et d'apprendre chaque chose en temps opportun.

LORSQUE VOUS DEVREZ METTRE EN PRATIQUE VOTRE ENTRAÎNEMENT EN SÉCURITÉ AQUATIQUE, VOUS N'AUREZ QUE TRÈS PEU DE TEMPS À VOTRE DISPOSITION.

●

"SÉCURITÉ À BORD"

En plus de la PRUDENCE et du BON SENS, le maniement des embarcations légères, à moteur, exige de la COURTOISIE. Ce film en couleur donne plusieurs conseils sur les embarcations et le ski nautique. On y expose aussi les dangers courants de la navigation et on montre comment choisir une embarcation, un moteur de puissance appropriée, ainsi que tout le matériel requis — matériel de sauvetage, extincteur, feux de navigation, coffre d'outils, lampe de poche, trousse de premiers-soins, etc.

APPRENEZ CES PRINCIPES DE LA SÉCURITÉ À BORD, DÈS MAINTENANT: APRÈS UN ACCIDENT, IL SERA TROP TARD.

●

Ces films ont été réalisés dans un camp de vacances et comprennent plusieurs démonstrations pratiques. Ces films (16 mm) sont disponibles en français et en anglais; leur durée est de 14 minutes, chacun.

Vous pourrez obtenir des exemplaires de ces deux films sur la sécurité, en vous adressant:—

Au bureau de la Croix-Rouge de votre province ou de l'Office National du Film le plus près de chez-vous, si vous désirez en EMPRUNTER pour les montrer dans les camps de vacances, centres de loisirs, organismes et clubs sociaux, etc.

Au Service de la Publicité et de l'Information, Sun Life du Canada, compagnie d'assurance-vie, bureau 218, Immeuble Sun Life, Montréal, si vous désirez en ACHETER.

Ces films ont été réalisés pour la Croix-Rouge canadienne, par la

SUN LIFE DU CANADA, COMPAGNIE D'ASSURANCE-VIE

Une compagnie mutuelle

aux studios de Crawley Films Limited.

See reverse for English

[illegible] FR. ENG. (1.7M-5-61) [illegible]

IMPRIMÉ AU CANADA

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

September twenty-third, 1963.

SELLING A BROAD

Because Canadian exports are so vital today, thought you'd like to read the enclosed FINANCIAL POST reprint on our rather interesting export adventures.

Even as this is written we have in production for Videocraft of New York an hour of animation (an NBC Network Color Special for the "General Electric Fantasy Hour"), nine films for McGraw-Hill of New York, seven films for Encyclopaedia Britannica of Chicago, and a theatrical feature for American release, plus a number of smaller assignments from U. S. customers.

That's a lot of U.S. dollars! Incidentally, we're grateful to officials at the Canadian Consulate in New York, who have been most helpful and cooperative -- in fact so have many other trade commissioners around the world and I think our Foreign Trade Service is tops!

Happy we'd be to show you how a film can build your export business.

FEEDBACK

Over the seventeen years I've been writing this Commentary we've had many, many hundreds of letters about it from admen, P.R. people, educators and association executives. Your suggestions, criticisms and compliments have been very helpful and we're most grateful for them.

Why not take a moment now to let me know what we should write about of most interest to you?

CANADIAN FILM INDUSTRY STILL GROWING

The latest D.B.S. Report on Motion Picture Production reveals that in 1961 Canadian film producers turned out 938 motion pictures plus 2200 TV commercials and over 3100 short films, slidefilms, trailers, cine-magazines, etc. for a grand total of 5300 film items. Canadian laboratories printed a whopping 95 million feet.

Of the motion pictures produced by private companies a surprising 61% were in French, while 43% were in colour. Their gross revenue came close to eleven million dollars.

And your favourite producer? With 60 companies reporting to D.B.S., Crawley over the past five years has averaged a sixth of the dollar volume of private film production in Canada, while our Laboratory now does close to a third of the 16mm colour printing.

WORLD TV MARKET

After the United States with its 577 commercial TV stations, the top ten nations are as follows: USSR - 128, Japan - 124, West Germany - 98, CANADA - 80, Italy - 70, U.K. - 55, Brazil - 52, Australia - 42, France - 39, and Sweden - 39.

Outside the U.S. there are now 1,143 TV stations in 102 nations.

WILLIAMS WARBLERS

30 Courtwright Street
Fort Erie, Ontario.

Crawley Films Limited,
P. O. Box 3040,
Ottawa 3, Ontario.

Gentlemen:

July 4th, 1961 is a memorable date for the Williams' Company, being the date of a wonderful new venture, the start of production of our film, PAY-DIRT ANGLING.

Two years after the start of this movie, we would certainly be remiss if we did not take time to say thanks to you as the producer of a film which has been recognized as one of the most outstanding sports films in both the United States and Canada.

The demand for this film and the end results have far exceeded our every expectation. Actual distribution was not started on the film until the summer of 1962, but since that time there have been 91 free telecasts in the United States and Canada and over 1,600 individual showings, which according to our figures, already add up to well over 2½ million viewers. The demand is still increasing.

We are all prone to measure results by asking what this means to us and immediately digging for sales comparisons. Yes, we are happy the sales comparisons tell the story.

Thank you for the help, guidance, sound advice, and finally the production of a top motion picture to which we are proud to have our name attached.

Yours very truly,

L. C. WILLIAMS
President.

TAKE FIVE

Just out is a deodorant for astronauts -- it's called Nuclear Ban.....the Canadian Film Institute has published a 183-page (CATALOGUE OF 16MM FILMS ON SCIENCE AND TECHNOLOGY) -- sponsors of informational or technical films should consider placing a print with CFI, Canada's national library.....an oldie that still amuses me is the farmer who fed ground glass to his cows so they would lay their milk in bottles.....there's a wonderful upmanship story about a N.Y. producer who monopolized the luncheon conversation by boasting loudly about the phone he'd installed in his car. His companion, who also had a car phone, remained silent. Later that afternoon he called the producer and they had a lively car-to-car conversation. Finally the modest man said: "Excuse me, Bob, but I've got a call on the other line"....pleased that our "R.C.M.P." TV series is being repeated this fall on the CBC English Network -- Fridays at 5.30.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

Encl.

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CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

Twenty-eighth of October 1963.

ETAEIN SHRUDLU GOOFED!

Our thanks to the many readers who last month caught the error in our heading "SELLING A BROAD". Regretfully we announce that we are not packaging girls but producing films--which do indeed help Canadian industries in SELLING ABROAD. Meanwhile, our typesetter, one Etaein Shrudlu, is wearing a very sly grin.

ON TO FORTUNE

Our first industrial development film was ON TO FORTUNE for Central Mortgage and Housing Corporation. Shortly after it was released we received the following letter about "a million dollar sale from one screening" from K. L. Markon, Vice-President of THE MONARCH KNITTING COMPANY LIMITED:

> "We thought you would be interested to learn the results of a screening of the film ON TO FORTUNE which you produced for Central Mortgage and Housing Corporation to tell the industrial and community story of Ajax, Ontario.
>
> Last year Monarch Knitting Company was looking for a location to build a new plant. We contacted some fifty different municipalities in Canada and investigated the labour, land and housing situation in each. In the course of this investigation we were shown a print of ON TO FORTUNE.
>
> The film so dramatized the advantages of Ajax that our company explored further and the heads of industries already located there confirmed the story told in your production. We have since purchased ten acres of land, taken an option on a further six acres and on fifty residential lots. Our total investment when building is completed and equipment installed is expected to be $1,000,000.
>
> We thought you would like to receive this information because your film was a substantial factor in persuading us to locate our new factory in that centre. May we wish you continued success."

Since that success we have helped other corporations, provinces and nations to promote industrial development. Some highlights:

For the Province of Manitoba we made LOOK TO THE CENTRE, designed to attract new plants to the Province from other parts of Canada and abroad. It helps to establish the image of Manitoba as an aggressive industrial province and creates a climate for successful direct selling to industrialists.

Another film, AGRICULTURE MEANS INDUSTRY, dramatizes Manitoba's industrial growth and the essential part that agriculture plays in the Province's industrial progress.

Latest assignment for Manitoba is PARTNERS FOR PROGRESS, which uses dramatic case histories to demonstrate how a community collaborates with the Provincial Government to establish new industries in rural areas. Primary audiences for this film are town councils, Chambers of Commerce and farming communities. Already it has proven to be an extremely popular subject throughout the Province.

More recently we helped the excellent film unit of the Province of Nova Scotia to complete their film NEW NOVA SCOTIA. This is an integral part of the Province's program to inform other Canadians and people in the United States and farther afield that Nova Scotia is a good place to visit, to invest in and to live. The film was premiered to audiences of key industrial leaders in Toronto and Montreal and has had hundreds of screenings across Canada, throughout the United States and abroad.

TIME FINDS MOVIES TIME WELL SPENT

"No other art can so powerfully exploit the dimensions of time and space. No other art has so many ways of involving a human being. It involves his eyes, ears, mind, heart, appetites all at once. It is the whole of art in one art, and it demands the whole of man in every man. It seizes him and spirits him away into a dark cave; it envelops him in silence, in night. His inner eye begins to see, his secret ear begins to hear. Suddenly a vast mouth in the darkness opens and begins to utter visions. People. Cities. Rivers. Mountains. A whole world pours out of the mouth of the enraptured medium, and this world becomes the world of the man in the darkness watching."

--TIME Magazine, 20th September, 1963.

FIFTEEN YEARS OF GOLF

Celebrated a unique record last month by completing for the House of Seagram our fifteenth consecutive color motion picture of the $50,000 Canadian Open. Same subject--same sponsor--same producer--for fifteen years! Sports editors call this one perhaps the best yet. Titled REPEAT PERFORMANCE, and starring Doug Ford, it's available now to golf clubs, service clubs and TV stations.

TAKE FIVE

Boosting the success of many Chests and United Funds across Canada this month was our new campaign film THERE ARE NO SABRE-TOOTH TIGERS, a ten-minute animated cartoon.....what this country needs is a vending machine that honours credit cards..... Anatomy is something everyone has, but it looks better on a girl.....the Crawley Animation Division now has over forty people on staff, making it perhaps the largest group of artists in Canada!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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M.C ✓
RL
AP
PM
SW
SG
MB
MCV

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

December second, 1963.

TO THE PERSONAL ATTENTION OF

For a simple unpretentious newsletter Crawley Commentary pulls a lot of mail. Like the V.P. Sales who asked just how we maintain individual creativity and give personal attention to every film.

The answer is very simple. When a client or its agency brings us a new production (whether a 20-second cartoon commercial or a half-hour marketing or P.R. motion picture) it is placed under the complete supervision of the most appropriate of our nine senior producer-directors. René Bonnière, Peter Cock, Judith Crawley, Tom Farley, Tom Glynn, Louis Lemkow, Sally MacDonald, Jim Turpie, not to mention President F. R. Crawley who often gets into the production act himself.

In most cases he or she has had many more years of experience than an independent producer. But in addition each producer has behind him the complete bundle of production services required to complete the film -- writing, camera, lighting, recording, editing, animation, music, modern sound stages, plus Graphic Laboratory, the largest 16mm color lab in Canada.

Thought you'd like to see the attached chart which shows how the Crawley team is organized to give every client maximum quality -- maximum effectiveness -- maximum service -- and maximum value on the screen. And the chart is constantly changing to meet the demands of a constantly changing industry.

FIVE SECOND ITEMS

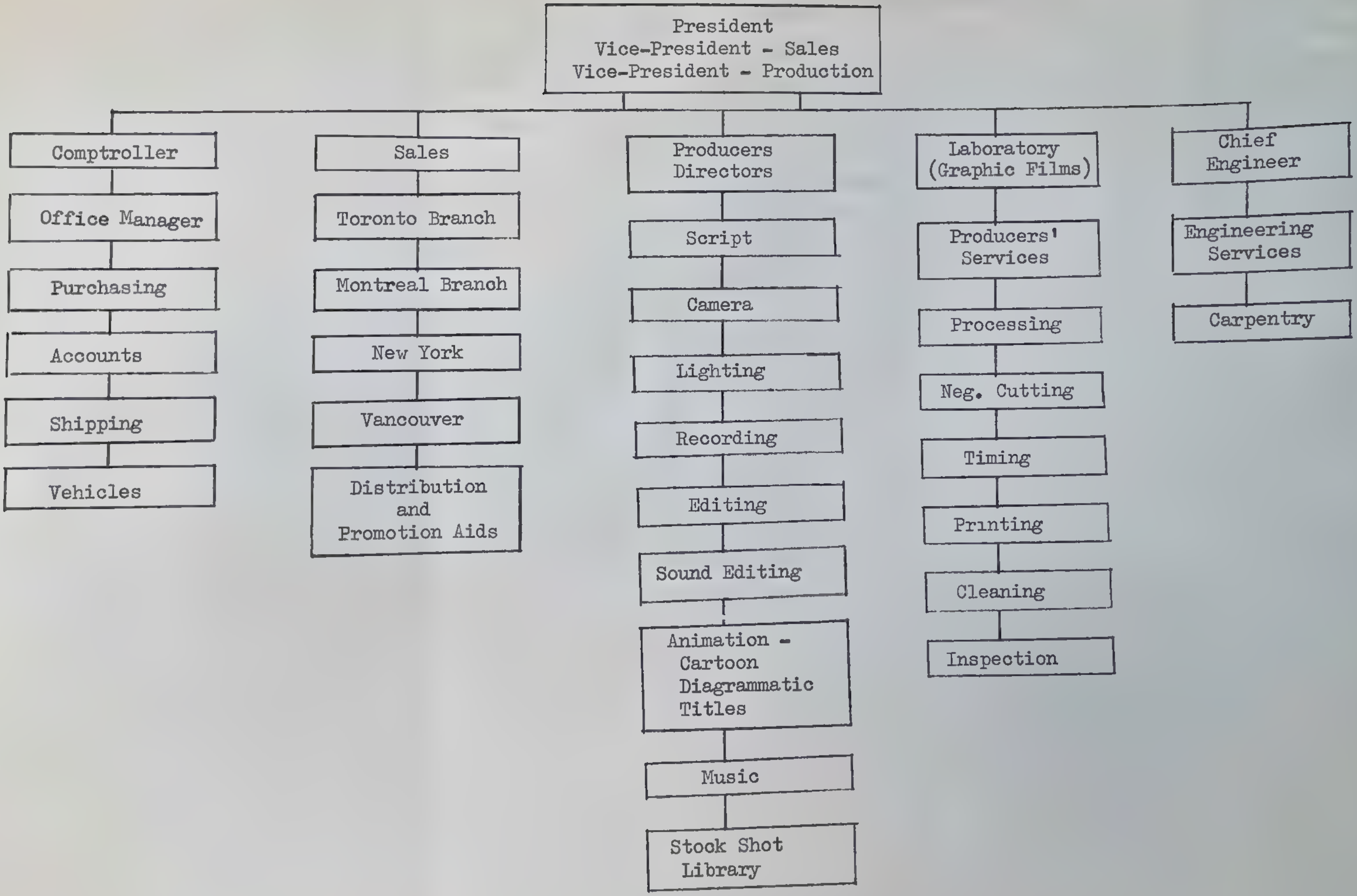
No thanks, I'm driving -- and this is safe driving week .... Etaoin Shrdlu says never to criticize your wife's judgment -- look who she married .... BE WATERWISE and BOATING AND GOOD SENSE, (made for Sun Life in cooperation with the Red Cross) have each won silver cups at the 41st Milan Film Festival and that brings to an even dozen the awards we've had from Italy ... another nice honour is a coveted Chris Award from Columbus, Ohio to THE NEW BABY produced for the Department of National Health and Welfare -- did you ever produce a NEW BABY for Health and Welfare? ... in a second-hand bookstore, fellow bought a book called "HOW TO HUG" - when he got it home found it was Volume VII of an encyclopaedia ... it's amazing how much you can accomplish when you don't care who gets the credit ... this is the time of year to be jolly, so here's a wish from all at Crawley -- may Christmas this year be merry and bright, while your '64 turns out just right!

Joyously yours,

Graeme Fraser

Graeme Fraser,
Vice President.

CRAWLEY FILMS LIMITED


President
Vice-President - Sales
Vice-President - Production
Comptroller
Office Manager
Purchasing
Accounts
Shipping
Vehicles
Sales
Toronto Branch
Montreal Branch
New York
Vancouver
Distribution and Promotion Aids
Producers Directors
Script
Camera
Lighting
Recording
Editing
Sound Editing
Animation - Cartoon Diagrammatic Titles
Music
Stock Shot Library
Laboratory (Graphic Films)
Producers' Services
Processing
Neg. Cutting
Timing
Printing
Cleaning
Inspection
Chief Engineer
Engineering Services
Carpentry

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: 1467 Mansfield St.

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

February seventeenth, 1964.

> "No passion in the world, no love or hate, is equal
> to the passion to alter someone else's draft."
>
> - H.G. Wells

MEMO TO MONTREALERS

Pleased we are to announce that Crawley is represented in La Belle Province by Mr. H.E. Strub, communication and design consultant. You'll find him in 1 Place Ville Marie, Montreal (Tel. 861-9449).

Mr. Strub, who was born in Switzerland, speaks fluent English, French and German. He is an engineer and economist by training, a film and design man by avocation. Mr. Strub joined the Aluminium Limited Group of Companies in Switzerland, and came to Alcan twelve years ago via English public school, German university, R.A.F. and the British Foreign Office.

As Co-ordinator of Design for the Aluminium Group, he has been involved in film planning and production on five continents. His special experience in seeing film problems from the client's side of the table makes him a particularly valuable addition to Crawley.

Miss Mary Home is Mr. Strub's assistant. Born in Quebec City, she took her B.A. at McGill and a diploma in Business Administration in Barcelona. She is fluent in English, French and Spanish.

Bill Kennedy, our Toronto and Western Ontario Manager, is well known to marketing and P.R. people in his area. Atlantic Provinces people who desire Crawley Quality should be in touch with John Holmes in Halifax. Western clients can call Jack Lindsay at Pageant Productions in Vancouver. In New York, it's Philip Murphy at 663 Fifth Avenue. In London we are represented by the Film Producers Guild.

Of course, you don't have to deal with Crawley---it's just easier!

REACH ALL CANADIANS WITH YOUR FILMS!

To reach the huge French language market, an increasing number of sponsors are dubbing their existing English language films into French. Read the enclosed article on Synchro-Quebec, our associate dubbing company, and contact any Crawley office for facts and prices.

Synchro-Quebec has now dubbed for a wide variety of accounts---fourteen films for the NFB (including the French version of DRYLANDERS, their first theatrical feature), four for Bell Telephone, four for General Electric, others for Kraft, CBC, Swift, Red Cross, Nova Scotia Government, Winthrop Labs of New York, etc. Interesting current contract is a series of 130 TV films for Telefilm of Canada.

25th ANNIVERSARY

Many, many thanks for all the letters which came in as a result of last month's mailing of 25 LETTERS TO SALUTE 25 YEARS.

Like to reproduce one message from many---a cable from John Grierson, "father of documentary" and founder of the National Film Board of Canada.

> "DEAR BUDGE PLEASE ASSOCIATE ME WITH THE TRIBUTES TO YOUR WORK OVER THE YEARS STOP YOU HAVE NOT ONLY EXCELLENTLY SERVED THE CINEMA INDUSTRY BUT BEYOND THE CALL OF IMMEDIATE DUTY THE PART OF CINEMA ITSELF STOP REGARDS GRIERSON"

RETURN TO OZ

An animator's art is crafty - and his craft is arty.

On February 9th the NBC TV Network ran an hour-long animated cartoon special---RETURN TO OZ. It was the General Electric Fantasy Hour. Another Canadian first---all the animation (140,000 individual pieces of artwork) was completed by a big team of 40 Crawley animators, inkers, painters, background artists and cameramen.

Animation has become a very important part of the Crawley operation. Diagrammatic, cartoon, maps, titles---any type of quality animation available here for your films or your commercials.

FIVE-SECOND ITEMS

Heard on a bus: "Are you going to see the New York World Fair this summer?" "No, my husband says we'll wait and see it when it comes to Montreal."......November 1963 issue of the Journal of the Royal Architectural Institute of Canada has a useful article by Gerry Graham on planning and building a screening room......a prominent Russian surgeon considers a tonsillectomy to be his most difficult operation because nobody will open his mouth and he has to do it the hard way......Crawley's lab company, Graphic Films, now Canada's largest 16mm color lab, printed 400 reels of color in one week......At fifty, you don't have to resist temptation---you'll find temptation resisting you......until next month then, if the Lord be willing and the creeks don't rise,

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

TORONTO: 181 Eglinton Ave. E. • OTTAWA: 19 Fairmont Ave. BOX 3040 • MONTREAL: Place Ville Marie Suite 1503

H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

March twenty-third, 1964.

ROSE BY ANY OTHER NAME

"Industrial Screen", a leading British film journal, has again raised the whole question of what we should call what we produce.

Seems in Britain the term "industrial film" is now in wide use. Yet many factual films for associations and governments are not "industrial". The journal believes we should all go back to the term "documentary film" as applied to any film which is factual, whether it be industrial or sociological.

In the U.S. the term "business film" is used very widely, but obviously many specialized films are not business films.

Depending on who we are talking to, we find ourselves discussing the production of a documentary film, an industrial film, a business film, a specialized film, a motivational film, an institutional film, an educational film, a commercial film, an informational film, a marketing film, a P.R. film, or a sponsored film. All these terms are in use today.

What term do you think "us" film-makers should use?

AWARDS---THAT'S ANOTHER THING WE WIN FOR OUR CUSTOMERS!

We've won 27 awards for Imperial Oil, 19 for Alcan, 19 for the Department of National Health and Welfare, 12 for McGraw-Hill of New York.

There have been five for the International Film Bureau of Chicago, four for Abitibi, four for the Province of Manitoba, four for Molson's. Three each have been won for the CBC, the NFB, International Nickel, BA Oil and the Anglican Church.

A pair of awards each have gone to Seagram's, Manitoba Pool Elevators, the Province of Saskatchewan, the Ontario Workmen's Compensation Board, Sun Life, the Canadian Brotherhood of Railway, Transport and General Workers.

Other awards have been won for a wide variety of sponsors---the Toronto Stock Exchange, Silva of Sweden, Raleigh Bicycles, Atomic Energy of Canada, Carleton University, the Canadian Wheat Board, Bell Telephone, Sherwin-Williams, General Mills, Canada Starch, Northern Transportation, the University of Saskatchewan, General Electric, Weekend Magazine, Trans-Northern Pipeline, Polymer, Brazilian Traction Light and Power, Industrial Accident Prevention Associations, Dairy Farmers of Canada, the Quebec Pulp and Paper Safety Association.

An award is a nice bonus---it shows competitive quality, sparks publicity, builds distribution---but around here we strive for effective films, not just award-winners.

CONSIDER THE FILM MEDIUM

Compare the power of uninterrupted attention to an explanation of policy, product or service for 20 or 30 full minutes of combined sight-sound presentation!

Compare it to the average seconds of attention given to the printed advertising page. Then examine the millionfold attendance reports of film distributors and long-active film sponsors. Add to this the "welcome mat" laid out by television stations and influential community groups; the vital importance of reaching our tremendous teen-age citizens of tomorrow.

Then look to the "communications" program of your company or trade group and ask, "Why aren't we using films?"

- Business Screen

WANT EXPOSURE OF YOUR MESSAGE?

"Four years ago, the Canadian Highway Safety Council authorized Crawley Films to produce five 60-second television films on road safety. Prints were supplied to every station in Canada. As new stations went on the air, prints were sent to them. As old prints wore out, new prints were provided.

In those four years, it is estimated that the five films Crawley made were seen 5,000,000,000 times!"

- Highway Safety News

U.S. TV USES SPONSORED FILMS

98 out of every 100 U.S. TV stations use sponsored films, mostly on a weekly basis. They program them an average of 3½ hours a week. Films running around 29 minutes are only slightly preferred to those running around 14 minutes.

The TV stations request more free sponsored films in these subject areas---Sports, Vacation and Travel, Public Service, Children's Programs and Women's Programs.

TAKE FIVE

U.S. Information Agency Chief George Stevens says he recently asked a Washington colleague his opinion of the Mona Lisa. "I thought it was very well done but too long"......theatrical features have grossed an estimated total of $725,000,000 on TV.... Hye Bossin says big game hunters have at last learned how to keep a female elephant from charging---take away her credit card......Modern Talking Picture Service now commercially distributing no less than 47 Crawley films from 17 different sponsors...... a Zebra is 25 times larger than an A bra......another interesting UNESCO fellow at Crawley for three months specialized training---he's Chao-ying Chang, Chief of the Film Section of the Information Office of the Republic of China, and now we all want to holiday in Taiwan!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

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H-105-5

CRAWLEY COMMENTARY

Crawley Films Limited

Film Producers for Industry, Government, Education, Television

May fourth, 1964.

LIKE A PIECE OF THE ACTION?

Elliott-Haynes has just completed a very useful survey among Canadian television stations regarding Free Films on TV.

They found a tremendous demand for good sponsored films. 70% of the stations use Free Films at least weekly, while another 25% use them once a month or more. While some stations broadcast them up to ten hours each month, the average is over three hours monthly. This is 150 quarter hour films used by each station each year! 10% are broadcast in the morning hours, 60% during afternoons and 30% in evening prime time.

The half-hour film is most popular, followed by the quarter-hour, then five minutes, and ten minutes.

SPORT is the subject most desired, followed closely by VACATION AND TRAVEL, followed by GENERAL INTEREST, WOMEN'S PROGRAMS, AGRICULTURE AND FARM PROGRAMS. Other preferences included FASHION ITEMS, INDUSTRY and SCIENCE.

Less than a third of all Free Films submitted are rejected by the stations. Main reasons for such rejections are over-commercialization (too much sponsor identification), poor print condition, uninteresting material, and poor production. Nearly all stations mentioned that they preferred to receive Free Films on a stand-by basis.

We are pleased to see that about two-thirds of the Free Films shown are "Canadian Content". However, 56% of the stations said they run the best films they can find regardless of Canadian or foreign content, while 42% definitely preferred Canadian Content films as long as they were about equal in quality to imports. One station has a policy of running Canadian Content films only.

Copies of the complete survey available to sponsors from Modern Talking Picture Service, 1875 Leslie Street, Don Mills, Ontario.

Free! FREE! F-R-E-E!!!

MAY - 5 1964

These days, what's free?

Why, Crawley's DIRECTORY OF SOURCES OF FREE 16MM SPONSORED FILMS IN CANADA! The films are free to borrowers, the Directory is free to film users, the listings are free to sponsors.

Since 1952, we've filled requests for over 100,000 copies, potent proof of the wide demand for sponsored films in this country.

Last issue listed 380 sources. Next issue now in the works. If your organization has free films for the public and was not listed---send the information to my assistant, Mrs. Sheila Anderson, who'll be glad to look after it for you.

ONTARIO HOSPITAL ASSOCIATION
Flemingdon Park, Don Mills, Ontario

March 16th, 1964.

Dear Mr. Fraser,

As indicated earlier in our letter to your director, Louis Lemkow, the Association is extremely pleased with our new film STAND BY FOR LIFE. We are especially gratified that the first film of this type to be produced in Canada has proved to be every bit as good as any we have seen from the U.S. or Europe. The colour quality is superb and the continuity has been expertly handled.

The primary purpose of STAND BY FOR LIFE, of course, is to increase public understanding of our voluntary hospitals; the vast complexity of services that must always be maintained within them, and the continuing need for community interest and support in the management and financing of hospital facilities. I think we all recognized at the outset that it would be no easy task to cover these points in a 30-minute film and still make it entertaining.

Your success in doing so is borne out by the many enthusiastic comments we have received, including those of television viewers following the showings sponsored by Blue Cross on stations throughout Ontario.

Colour prints are now being made available on free loan to our 250 member hospitals for showing to auxiliary groups, service clubs and other community organizations. Interest has been keen, and we are encouraged to think that STAND BY FOR LIFE will prove to be the best tool our hospitals have ever had in telling their story to the people they serve. Other hospital associations in Canada have purchased colour prints of the film for the benefit of their own hospitals.

Thank you once again for the fine job done by your staff at Crawley's.

Yours sincerely,

G. STUART ROBERTS,
Director of Public Relations.

TAKE FIVE

In reply to several queries---yes, Crawley Films is 100% Canadian-owned and it is owner-driven......National Safety Council at work on plans for a light fall suit...... Charles Everett, my fellow Veep, re-elected Prexy of the 60-member company Association of Motion Picture Producers and Laboratories of Canada......please, no more cracks about Elizabeth Taylor---you could be next......our STORY OF MEAT IN CANADA for Swift has just received a Diploma from the Third International Agriculture Film Competition in Berlin..... Bill Kennedy, our favourite Toronto Manager, reports big plans for 16th Annual Canadian Film Awards dinner at Toronto's Royal York Concert Hall, May 8th---the inimitable Wayne and Shuster making the presentations this year and any Crawley office will give you the gen on the tickets......and did you hear about the ingenious lady thief who was able to cover her floors with hooked rugs?

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. Next month---film plans for Canada's Centenary and for the 1967 Expo in Montreal. Want a piece of that action?

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

June fifteenth, 1964.

HAPPY BIRTHDAY, DEAR CANADA, HAPPY BIRTHDAY TO YOU!

Just 31 monthly paydays from now we will begin celebrating one hundred years of Canadian progress. Four months later, on April 28th, EXPO 67, Canada's World Exhibition in Montreal, will open to the first of an estimated 30 million visitors from all across Canada and around the world.

What does all this mean in the world of film? Like to come behind the scenes with us?

In 1962 the E.B. Eddy Company asked us to make QUALITY OF A NATION/VERS NOTRE DEUXIEME SIECLE, the motion picture designed to get Canadians thinking about 1967. Well over a million have seen this film on television and before community groups of all kinds and it has proved to be a powerful tool for Centenary planning.

Already we are producing a number of Centennial motion pictures for such national organizations as the Canadian Nurses Association, the Canadian Council of Professional Engineers, the Life Underwriters Association of Canada, St. John Ambulance, and several industrial sponsors. In production too is a major Centennial motion picture for the Province of Saskatchewan, following up our successful FACE OF SASKATCHEWAN.

Along with Robert Macauley, Pierre Berton, John C. Parkin, Jack McClelland, Jack Dennett and Mervin Kaye, F.R. Crawley is a Director of Centennial Celebration Consultants Limited, and we are therefore involved in aiding municipalities and industries with their 1967 projects.

And how about EXPO 67---Canada's World Exhibition---and by far the biggest manifestation of our Centenary?

We believe EXPO 67 is going to free Canadian artists (and we include artform-films, architecture, music, design, graphics of all kinds, engineering too) from traditional Canadian conservativism. Already we hear key civil servants saying, "We must be different; we don't want to do anything that has ever been done before". EXPO may change our introverted self-criticism into an attractive extraversion. In order to show the world what we are, we have to decide what we are, and then go all out to communicate it to others.

We've been putting a great deal into EXPO planning. Chief Engineer Rod Sparks has been in Los Angeles researching the latest audio-visual techniques for exhibitors. We've been impressed with the fact that of the 150 pavilions at the New York World's Fair, no less than 43 are using motion pictures as a regular part of their exhibits. Some are using two or even more separate films and altogether there are a good 60 film presentations at that Fair.

Budge and Judy Crawley are the audio-visual consultants to the Canadian Universal International Exhibition Corporation (that's the full name of EXPO 67!).

For CN we're producing the official COME TO THE FAIR motion picture designed to excite and attract visitors from all over the world.

For the Traders Group of Companies we have in production the official EXHIBIT AT THE FAIR film, a powerful point-of-sale tool demonstrating how to participate in and get the most out of EXPO 67.

With Claude Fournier and Omega Films of Montreal we are working on a "feasibility study" for a vast audio-visual exhibit for the Canadian Government's Historical Pavilion.

Our sincere congratulations go to all those far-sighted organizations who are planning ahead and working to make our Centenary a year to be remembered. Particularly are we grateful for the advice and help of John Fisher and Robert Choquette of the Centennial Commission, of Norbert Prefontaine of the Centenary Council, and all the capable officials of EXPO 67.

It's a busy time ahead. If you have any thoughts about a film or an exhibit for '67, please don't wait till '66. Call Bill Kennedy in Toronto or Henry Strub in Montreal, or even me in Ottawa. Like now, man. It's later than you think!

P.R. ON FILM

P.R. stands not only for Public Relations. It can also stand for Performance and Recognition---and you can't have one without the other.

At Canadian Film Awards for 1963, a Crawley picture once again topped the P.R. category, "for its dynamic description of automobile assembling and its effective presentation of a company image". It's BRAMPTON BUILDS A CAR, a 26-minute color film for American Motors (Canada) Limited. You can get a print for your group from American Motors, Brampton, Ontario.

Other recent award winners by Crawley in the C.F.A.'s P.R. category---
1958 - "Generator 4" for Alcan.
1959 - "Saskatchewan - Our University" for University of Saskatchewan.
1960 - "It's People That Count" for Canadian Brotherhood of Railway Employees.
1962 - "Abitibi" for Abitibi Power & Paper.
1962 - "Campus On The Move" for Carleton University.

We're very proud too that Stanley Brede, Director of Photography at Crawley since 1947, won the national Award for Best Color Cinematography.

TAKE FIVE

1967 is so important that we have dispensed with our usual "TAKE FIVE" items this month, except to say that we hope you like our new letterhead, first step in a new design program at Crawley---the type face is PLANTIN, named after the famous 16th century Antwerp printer Christopher Plantin.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

July twentieth, 1964.

JUL 21 1964

THE GRAPHIC FILMS STORY

In addition to the sixty Canadian production companies, large and small, there are across Canada a great number of "in-plant film units"---in the provincial and federal governments, large industries, hospitals, universities, and independent cameramen.

The job of an independent producer like Crawley is to make films which inspire and persuade---which change public opinion and help people learn and feel and come to a decision.

The primary job of an internal film unit is to record and inform and while usually its films are simpler and more direct, many internal units have high technical and artistic standards within the limitations of their scope and budget.

But internal units require technical (and sometimes creative) services on a professional basis. So eight years ago we set up an associate company, Graphic Films Limited, to provide such services. Over those years Graphic has completed no less than 343 motion pictures from other people's footage.

Headed by Manager Bill O'Farrell and Assistant Glenn Robb with Producer Sally MacDonald, B.Sc., and drawing on the facilities of all Crawley departments as required, Graphic provides at attractive rates such services as workprints, edge numbering, recording, fine editing, neg cutting, titles, animation sequences, music, and release printing of all kinds.

Working quietly and on a confidential basis, Graphic has now grown to be Canada's largest film production service---"Producer to the Producers". It has given a professional finish to the films of many different units---government, university, hospital, industry and TV station. It has customers in all ten provinces and abroad.

So if you have footage to be finished into a polished sound motion picture, ask us about Graphic Services.

NINE EXPERIENCED PRODUCER-DIRECTORS AT YOUR SERVICE

TV Producer Robert Black has joined us, complete with his experience of producing and directing over 1,000 TV programs, including network shows like PIERRE BERTON, PLATFORM, SCIENCE AND SOCIETY, HERE'S LOOKING AT YOU and CTV NEWS.

A Social Science graduate of Queen's, Bob is just completing his Master's Degree in Communications from Boston University, worked for WGBH-TV Boston, and has been producer-director at CJOH-TV, Ottawa since its inception three years ago.

He joins F.R. Crawley, Peter Cock, Tom Farley, Rene Bonniere, James Turpie, Louis Lemkow, Sally MacDonald and Vic Atkinson. These nine make up by far the largest group of experienced producer-directors in any Canadian film company.

ON THE WINNING OF FILM AWARDS

"Don't ever let anyone rub any of the gilt off this achievement. Don't let anyone say in snide aside, "Who wants awards?" I always get a laugh when I hear a disgruntled agency head or art director, or an advertiser, or an industrial or package designer say, post facto, "We're not in business to win awards." I say Nuts. "The grapes were sour", said the fox. The probability as I see it, and this is a well-considered opinion, the probability is that award winning material will entertain better, or deliver a better message, or sell more merchandise than the also-ran material."

- George Meen, President of the Association of Canadian Advertisers, speaking to Canadian Film Producers.

FILMING ACROSS CANADA

Crawley crews have criss-crossed North America many times, besides shooting films in a dozen other countries.

We thought sponsors should know that we are now associated with Jack Lindsay of Pageant Productions of 736 Granville Street, Vancouver, and thus have access to fine Western coverage on short notice and at reasonable rates.

TAKE FIVE

If you keep your head while all those around you are losing theirs, you'll probably be the tallest man in town......the big dubbing season is on and Synchro-Quebec, our associate company, will quickly and economically turn your existing English language film programs into perfect lip-synch French.... this is also the season when sponsors bundle up their prints and send them in to our lab for checking and cleaning so they'll be sure to put their best film forward......hanging in the office of an Ottawa Funeral Director are two large keys---one for the organ chapel, the other for the garage. The keytags read HYMNS and HEARSE......filmed shows will occupy over 80% of the prime time programming of the three U.S. TV nets this fall.....130 U.S. TV stations now telecasting in color......and have you played the Crest nine-hole course---it has 50% less cavities......and have a relaxed, happy summer!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. Did you ever think of thanking God that we don't get all the government we pay for?

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

September twenty-eighth, 1964.

NEW FACES OF '64

As more and more companies and associations turn to the film medium for their marketing and public relations activities, we continue to add a selective group of artists and technicians to our creative staff. Like to meet some recent additions?

The man who wrote the book and lyrics for four musical comedies satirizing Canadian politics and society and staged by the McGill Red & White Revue has joined our Script Department. David Mayerovitch majored in English at McGill, worked on the theme project of EXPO '67 and was a copywriter at Cockfield Brown.

The London, Ontario, high school art instructor who designed and directed HOUSE OF TOYS, which won the 1964 Canadian Film Award for Best Amateur Film, has turned professional. Donald Carter, whose paintings have been shown in most of the galleries across Canada, including the National Gallery, is now an Assistant Producer here.

The Sound Department, headed by David Cochrane, has been beefed up with the addition of Michael Francis (of Irish Television and Pathe De Luxe of Canada) and Lock Johnston (of CBC-TV Toronto, CHCH-TV Hamilton and Parry Films of Vancouver) and the return of Bucky Wallingford from CJOH-TV.

We've already announced the addition of Producer Robert Black with his experience of producing or directing over 1000 TV programs.

An important addition of some time ago; Charles Coleman, who has played piano and arranged for leading orchestras and was Director of Music for CBC in Ottawa, is now assisting our Director of Music, Larry Crosley.

These talented new people greatly strengthen Production here and increase our ability to accept many more interesting projects for Canadian and foreign sponsors.

PIPELINE PATROL

PIPELINE PATROL, Crawley's latest motion picture for Trans-Canada Pipe Lines Limited, takes the viewers on an aerial tour of two-thirds of Canada, from the Western Prairies, across the Canadian Shield to industrial Eastern Canada, including the St. Lawrence Seaway and Niagara Falls.

The title of the movie derives from the work of the specially trained pilots who fly the pipeline 2400 miles from Alberta to Ottawa and Montreal in a regular program of preventative maintenance. The unusual problems of their duties are dramatically illustrated by the exciting use of aerial photography. The film also points up the role natural gas plays in the expanding Canadian economy and describes how this versatile energy source is moved by pipeline.

The film was almost a year in the making, with 29 Crawley production people playing their part. Our Director of Music devoted 250 hours to composing the original music, played in the film by 32 members of the Toronto Symphony.

PIPELINE PATROL is expected to be as successful as its predecessor for TCP, NATURAL GAS GOES EAST. This latter film has been seen by more than 3,500,000 Canadians, besides being used in Britain, the United States, Germany, Australia, New Zealand and the Philippines. It has been shown on almost every English language television station in Canada and by company personnel and others to service clubs, business and church groups. In the Company's school information program, more than 100,000 school children also have seen NATURAL GAS GOES EAST.

Organizations can borrow a 16mm sound color print from the P.R. Department of Trans-Canada Pipe Lines in Toronto or Calgary.

TAKE FIVE

For sale at bargain---Practically new small organ used to play light hymns only on Sundays by elderly lady in stocking feet......Producer Tom Farley back from Paris and Zurich on a new film for TCA---pardon me, AIR CANADA.....Montreal rep Henry Strub back from India on film work.....F.R. Crawley invited to Russia to tour their studios......Sophisticated parents can tell by the amount of gas left in the car if their teenaged son has been out with a pal or a gal...... Canada has been welcomed into the International Federation of Film Archives, a sure sign of filmic maturity......The 1961 Canadian Open Film for Seagram, TOUGH NEW BREED, already seen by 1,544,660 Canadians, while all Crawley productions for Seagram/Calvert have reached 15,365,000 in this country alone--- the new Canadian Open film (our fifteenth), now available to golf clubs and TV stations.....We're happy to SUPPORT YOUR UNITED FUND by producing campaign films for the Funds of both Canada and the United States.....VARIETY reports the son of a TV executive coming home with his report card. "Well, Son, were you promoted?" "Better than that, Pop, I was held over for another 52 weeks!".... Canada now has four and one half million TV homes, 8% with more than one set.... and did it ever occur to you that girls with unattractive legs never see a mouse?

Yours aye,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. At the N.F.B.'s excellent 25th Anniversary Celebrations (Congratulations!), where M. Lamontagne announced there would be in the near future some form of federal aid to the film industry, a cynical French Canadian producer was heard to remark, "L'herbe est toujours plus verte à l'autre coté de Lamontagne."

P.P.S. Fragrant bouquets to all the efficient, thoughtful, lovely secretaries who last month sent useful ideas and corrected addresses for future Commentaries.

RAWLEY COMMENTARY

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

"THE LUCK OF GINGER COFFEY"

A Crawley Films and Roth-Kershner Production
Starring Robert Shaw and Mary Ure

Executive Producer - F.R. Crawley
Producer - Leon Roth
Director - Irvin Kershner
Screenplay - Brian Moore
Distribution - Walter Reade-Sterling Continental

- "Has a neat and crisp naturalness about it, a compelling illusion of truth."
  - BOSLEY CROWTHER, NEW YORK TIMES

- "Exceptionally good movie, which I hope everyone who is either Irish or not Irish will go and see."
  - NEW YORKER

- "A quiet 'small' movie that shouts home some giant-sized truths."
  - NEW YORK HERALD TRIBUNE

- "Brought vividly to life by a cast that is all Canadian except for the two leads and Liam Redmond, as Ginger's irascible editor."
  - NEW YORK WORLD-TELEGRAM & SUN

- "Intelligent writing, acting and handling."
  - NEW YORK JOURNAL AMERICAN

- "Excellent character study. Top film making. Brilliant performance by Robert Shaw."
  - CUE MAGAZINE

- "An extremely well-made and affecting movie.
  - NEWSWEEK

- "This picture gives you that rare lift."
  - NEW YORK POST

- "The Luck of Ginger Coffey", the first major feature film produced in Canada largely by Canadians was given its U.S. premiere here Monday and reaped generally complimentary comment from the city's six newspaper critics. The collaboration with Crawley appears to have resulted in a critical success---a necessary shot in the arm for the embryonic Canadian feature film industry."
  - CANADIAN PRESS FROM NEW YORK

WHEN IT COMES TO YOUR THEATRE, DON'T MISS

"THE LUCK OF GINGER COFFEY"

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

August twenty-fourth, 1964.

PERSONAL MEMO TO A SECRETARY

Quite likely, one of your jobs is to protect your "boss" by deciding what are the important items of mail he should see. So here are just four facts about CRAWLEY COMMENTARY.

(1) I don't have to tell you that film is now an important medium of marketing, public relations, education and training. In Canada, its use has jumped 550% in a decade. No one ever knows when a film may be required---and then some background of knowledge about production, uses, distribution and costs is needed.

(2) To cover the latest developments, for eighteen years I have been writing and sending this little newsletter to a selected group of 5,000 executives across Canada and abroad. The aim is to share the experience of Canada's largest and most experienced producer of sponsored films.

(3) We try to keep it bright, brief (reading time: two minutes) and useful. For films can increase sales, dramatize ideas, cut costs, speed training, create a whole new climate in which to do business. A good motion picture gets results because it changes attitudes and moves people to action.

(4) Many do find CRAWLEY COMMENTARY useful. It's widely quoted. Many people file it. Every issue brings response--usually requests for more information.

Hope you agree it is useful for your boss to see our monthly message. But---in addition---I'd appreciate a note of advice from you.

Does your boss read it regularly? Find it interesting or intriguing? When does he read it---as regular mail or does it go into his periodical pile? How can we make it more useful to him? Is it correctly addressed? How would you like to see it improved?

Many thanks for your co-operation and do let us know when we may be helpful in any way.

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice-President.

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

November second, 1964.

THEY'RE ALL FREE!

Enclosed is your copy of our new DIRECTORY OF SOURCES OF FREE 16MM SPONSORED FILMS IN CANADA. It lists 426 sources giving access to over 15,000 free films.

Since first published in 1952, we've filled requests for well over 100,000 copies. If you need some for your associates, just ask any Crawley office.

WHAT MAKES CRAWLEY UNIQUE IN CANADA?

(An immodest but surprisingly factual round-up of little interest)

1. Only production company with the experience of making over 1500 films.
2. Only one to win anything like 145 national and international awards.
3. Only one established in Ottawa, Toronto, Montreal (plus reps in Vancouver, New York, London, Zurich, etc.)
4. Only one completely self-contained, with all services under one roof.
5. Only one with its own Laboratory (and after N.F.B., the largest color Lab in the country.
6. Only one to turn out an animation TV series and an animated hour special for a U.S. network.
7. Only one with a full time music department, creating original scores.
8. Only one which works in all ten provinces and a dozen or more foreign countries.
9. Only one whose key people have worked smoothly together for an average of over a decade.
10. Only one to build a significant export trade (20% of our business).

NATIONAL FILM BOARD DISTRIBUTES MANY COMMERCIALLY SPONSORED FILMS

"Non-theatrical distribution continues to offer a very considerable and a steadily-growing viewing potential in this country. In fact, the non-theatrical audience is so extensive that it must be considered a mass audience in the same way as the theatrical and television audiences.

For example, a film successfully distributed theatrically might be seen by 750,000 people. A film which succeeds over television might be seen by around 1,500,000 to two million. A film distributed non-theatrically may reach an audience of 250,000, sometimes 500,000, sometimes 750,000, and occasionally a million people. Moreover, there are qualitative differences.

"One of the nice things about it is that a film which is designed to be successful as a non-theatrical film can also be successful in television distribution. We have a number of examples of films which were not produced especially for television proving successful in that medium as well as in non-theatrical release.

We are always interested in learning about privately-produced films, particularly those in connection with which the Board might appropriately offer a distribution service, and we would appreciate it if you would let us know of other new films as they come along."

- J.W. Cosman, Director of Distribution, N.F.B.

GROWTH SITUATION

The latest D.B.S. Report on Motion Picture Production (.25¢ from the Queen's Printer, Ottawa) reveals that in 1962

(1) Canadians produced 1577 motion pictures and over 6000 other film items such as commercials, trailers, newsclips, filmstrips, etc.

(2) Canadian laboratories printed a total of 88,000,000 feet.

(3) In ten years, dollar gross of production and lab work is up 450%.

Film is a medium you should consider. Obviously, others are.

TAKE FIVE

Someone rudely said that an Assistant Producer is a mouse in training to be a rat.....Importance of the sponsored film in Britain highlighted by two facts. Three national dailies---THE TIMES, FINANCIAL TIMES and THE GUARDIAN---now run a regular column on industrial films, while a TV program of sponsored films, CAMERA EYE, has just been started by Associated-Rediffusion ......Soon on the market is a new toothpaste containing food particles---for those who can't eat between brushings......had our first real production experience of multiple screen when we put together for the Department of National Defence at the Canadian National Exhibition their successful exhibit employing five films on five screens, with multiple tracks, and we'll be using this multiple screen technique for clients at EXPO '67......A third of the 150 pavilions at the New York World's Fair use films---and if you're thinking of going into EXPO '67, we should be talking about it with you now!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. As you read this I will be in Moscow and Leningrad as guest of the Association of Film Makers of the U.S.S.R. Tell you about it next month.

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

January eighteenth, 1965.

CANADA IS A BIG COUNTRY

Canada, the world's second largest country, stretches 5,780 miles across, half that distance from North to South. It has 40,000 factories, half a million farms and a third of the world's fresh water area, all in 3.8 million square miles.

Canada is the world's leading producer of nickel, platinum and asbestos, ranks second in hydro-electric power, wheat, aluminum and gypsum. While Canada ranks sixth in the world in manufacturing, on a per capita basis we lead the world in both imports and exports. Canada's newsprint production accounts for 50% of the world's total.

Canada has a 2300-mile waterway into the heart of the continent, a 5000-mile Trans-Canada Highway, the world's longest railway line, the world's longest natural gas pipeline, the world's longest crude oil pipeline, the world's largest fishing grounds.

Crawley Films of Canada is one of the world's most experienced producers of sponsored motion pictures. They've made over 1,500 films, a fifth of them for U.S. or foreign clients. They've won 146 awards, including 35 from the U.S. and 36 from Europe. They've made films in sixteen countries and these films are being shown on six continents.

Canada is a BIG country.

VOS FILMS PARLENT ILS FRANCAIS?

Perhaps the busiest little film company in Canada is our associate, Synchro-Quebec Limitée, at 1318 St. Catherine Street West, Montreal.

They are Canada's leading dubbers of narration and lip-synch dialogue films from English into French and French into English. They dub industrial and educational films, theatrical features and TV series.

There is a great demand for good films for French Canada, and French language versions achieve very wide distribution. Let us see one of your films and we will give you a fast quote on an imaginative and technically correct version for you.

MEMO TO EXHIBITORS AT EXPO '67

Billy Rose says to get 'em to come to the fair you've got to show them what they haven't seen before.

We're at work now on a number of major aspects of EXPO '67, including the Federal Pavilion. We have the taste and experience and capacity to assume responsibility for further film production for 1967---but for a limited number of contracts only; Budge Crawley and Tom Glynn are back from Europe where they've been recruiting more top talent for our '67 film shows.

EXPO '67 will be upon us in only 27 months. The film portions of exhibits or pavilions should be worked out by your producer in liaison with your designer and architect. So if we can be helpful---please call us soon!

GIVE OUR REGARDS TO BROADWAY

> "'THE LUCK OF GINGER COFFEY' is a motion picture of distinction, one of the best to come along from anywhere this year."
>
> - Saturday Review

TV CASE HISTORIES

Each of these films is just starting its second year of distribution to Canadian television stations. They seem to verify the rule of thumb that the TV audience for a sponsored film by Crawley is about 1,000,000 viewers per year.

Title	Sponsor	No. Audited Telecasts	Estimated Audience
ABITIBI	Abitibi Power & Paper	60	1,250,000
BRAMPTON BUILDS A CAR	American Motors (Canada)	47	1,216,000
RX FOR MARYANNE	Canadian Pharmaceutical Manufacturers Association	51	1,029,000
REPEAT PERFORMANCE	House of Seagram	48	1,500,000

TAKE FIVE

Letter to the editor of a correspondence column: "I am only 19 and I stayed out till two the other night. My mother objects. Did I do wrong?" The answer: "Try to remember.......The amazing technological advances of modern communications have made misunderstanding so much more efficient..... Crawley scriptwriter David Mayerovitch has just learned that he's won the $500 award from Broadcast Music Inc. for the best college show lyrics (McGill's Red and White Revue), written in the U.S. and Canada last year.... Dick Lewis tells us the reason why they built Malton Airport so far out of Toronto---they wanted it to be near the runways......In two months, we've filled requests for over 13,000 copies of the latest edition of our "Directory of Sources of Free 16mm Sponsored Films in Canada", and we're grateful for all your thoughtful letters of appreciation. Extra copy anyone?........... Slogan suggestion: "INSIST ON THE BEST EVEN IF IT'S CANADIAN!"......And the best to you from all at Crawley for a very satisfying 1965!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

FOR RELEASE: Immediately February 17, 1965.

FILM PROMOTES EXPO '67

An exciting and different colour film, promoting Canada's 1967 World's Fair was premiered in Montreal this week to a most enthusiastic audience of prominent Canadian business executives, senior Expo officials and members of the press, radio and television.

Produced by Crawley Films, this film, believed by many to be one of the finest ever produced by this top Canadian movie maker, proved an immediate hit with its select audience in the Auditorium of Place Ville Marie. It was directed by Paris-born, Rene Bonniere who is now recognized as one of this continent's most exciting film directors.

Production of the film was made possible through one of Canada's leading financial institutions, Traders Finance Corporation Limited and its subsidiary companies, who underwrote the cost as a contribution towards Expo '67.

In presenting the first French and English prints to Andrew Kniewasser, Expo '67's General Manager, Ross M. Willmott, President of Traders Finance Corporation Limited stated, "With any project of such magnitude, the equal of which we in this country have never before seen, it is essential that every Canadian be fully aware of the great opportunity that lies in this World Exhibition - of its importance - not only to Montreal, which lends itself so beautifully as the host city - not only to the province of Quebec - but to the whole of Canada and to Canadians everywhere. By the same token, it is equally important that Canadian industry and the Canadian business community get wholeheartedly behind Expo to ensure that this 'once in a lifetime' event truly proves to be an achievement upon which not only we, but our descendants will reflect with pride".

continued.........

Expected to be one of the most screened, non-entertainment films to be shown during the next two years, it is presently being translated into seventeen language versions. It will be shown in the board rooms of thousands of top-level decision makers around the world to encourage governments, corporations and industries to participate in the 1967 World Exposition at Montreal.

Every aspect of this great Exhibition is covered from the 'theme' pavilions to the huge 'fun area', from Habitat '67 - the fabulous new concept of living, to the modern new means of rapid transportation being planned. His Excellency, Pierre Dupuy, Commissioner General of Expo gives an excellent pronouncement of the Fair's theme, "Man and His World".

It most dramatically illustrates the almost unbelievable accomplishments of Expo's engineers in literally creating an island in the middle of the St. Lawrence River.

A highly interesting film, which combines a strong pitch for Expo with a pleasantly entertaining theme, it has already won accolades from the Canadian Government Travel Bureau, whose evaluation committee report reads as follows: -

> "The committee found this an exciting and dramatic presentation of plans for Expo '67. Visual, script and music were sensitively combined to create a total impression that was vigorous and compelling. All who had a share in production are to be commended".

Crawley has entered Expo '67 in three categories in the Canadian Film Awards to be held in Toronto Saturday, May 8, 1965.

Members of the Board of Directors of Traders Finance Corporation Limited on hand for the premiere, held a meeting on St. Helen's Island, site of the Fair, the first board meeting ever held away from Head Office.

A luncheon in honour of the film also held on St. Helen's Island was attended by members of Traders Board of Directors, executive officers of all

continued.........

companies within the Traders Group, senior executives of the various Canadian chartered banks and other prominent Canadian businessmen, together with senior officials of Expo '67.

In accepting the first prints from Mr. Willmott, Mr. Kneiwasser commended Traders Finance Corporation highly for being the first Canadian corporation to show such tangible confidence in Expo and for setting the example to other Canadian firms.

As a token of recognition of the contribution the Traders Group of Companies had made to Expo, Mr. Kneiwasser presented Mr. Willmott with a gold lapel pin, embodying the Expo symbol.

- 30 -

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

February twenty-second, 1965.

1967 AND ALL THAT

Just 22 months more and away we go to Canada's biggest birthday party!

Companies (great and small), associations (trade, professional and other) will all be expected by their shareholders, customers, employees and members to play a worthy part in the Canadian Centennial.

Some companies and associations have already selected the production of a significant motion picture as their contribution.

Why a motion picture for '67?

Because only a sponsored film can tell a full story of your company or association to a million Canadians at a cost of but a postage stamp per person.

Because you can SHOW, not just TELL. With the combined impact of picture, motion, color, sound, music, drama.

Because your film story will have impact, retention, versatility, guaranteed "viewership" and an active life long after 1967.

Because Canadian organizations and Canadian television stations will bless you for providing, as your Centennial contribution, an interesting, constructive, informational motion picture for the time that all Canadians will be at their introspective best.

Because such a film may also be shown to the millions of visitors at EXPO '67.

We have some interesting 1967 film ideas we'd like to discuss with you. Like - today!

FEB 23 1965

AND NOW ALL THIS

Please don't think we're saving all our work for '67. As usual, sponsors need to sell and tell, inform and reinforce, train and educate, and now.

Our films are designed to solve problems---build sales---create better relations with special or general publics.

Quite apart from all our work for 1967 or for EXPO '67, an increased staff is on the job in many areas. This year we're shooting a sponsored film in Newfoundland, another in New Brunswick. We're at work for Nova Scotia. We're doing a film in British Columbia, another in Saskatchewan. We've recently shot footage in the Champs-Elysées of Paris---the bauxite mines of Jamaica---the Kremlin in Moscow. Another sponsor is sending us to Africa.

We're producing a series of films for a client in Chicago, another series for a client in New York.

Currently, sponsors have entrusted us with the production of motion pictures in a great variety of fields---food distributing, oil, railways, air transport, health, atomic energy, pulp and paper, mining, hydro electric power, travel, education, national defence, welfare, the Arctic.

For competitive reasons many of these sponsored motion pictures must be kept under wraps until their release date and we consider ourselves a "secure" organization. How can we be helpful to you and yours?

1963 AND ALL THAT

"Report on Motion Picture Production---1963", just published by the Dominion Bureau of Statistics, reveals another busy year for the film medium in Canada.

Sponsors commissioned 617 new non-theatrical motion pictures. In addition there were 561 informational or documentary motion pictures produced for TV (many of them sponsored) plus 380 TV entertainment films and 40 theatrical films. A total of 1600 new motion pictures!

Producers also filmed over 3200 commercials and 3300 other productions---silent films, slide films, newsreels, trailers, etc.

That's a grand total of over 8000 film productions. And these films are getting excellent exposure, for Canadian laboratories printed more than 100,000,000 feet during the year.

AND NOW TAKE FIVE

Under the spreading chestnut tree the village smithy snoozes---no horse since 1923 has been to him for shoeses.......Film continues as the main medium for TV programming with better than eight out of every ten hours in the weekly total of 150 prime-time half-hours on the three U.S. networks.......A report from a usually reliable source says that the latest computers are so human they now blame their mistakes on others.......Another report tells us that the Monday meeting of the Tuesday Club, which usually meets on Wednesday, has been postponed 'til Thursday, instead of Friday.......Until next month, then,

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

March twenty-ninth, 1965.

READ ALL ABOUT IT!

A big 61-page report in depth on 209 business film case histories---their specs, audiences targeted and reached, distribution methods and project costs... comes to us from the Audio-Visual Committee of the Association of National Advertisers, Inc., 155 East 44th Street, New York. Both large and small companies participated in the survey.

While you should consider ordering a copy at $5.00 from A.N.A., we are indebted to them for special permission to print this brief summary of some of the survey highlights.

Film Objectives and Specifications

(1) Most U.S. business sponsored films in distribution today are 16mm sound productions in color and run between 15 and 30 minutes.

(2) More than half the films surveyed were produced with the primary objective of complementing the company's advertising by promoting a product or service.

(3) The audiences deemed most important to U.S. sponsored are ranked in this order:-

(a) Secondary and trade schools
(b) Industrial concerns
(c) Civic clubs
(d) Public service television
(e) Men's service clubs
(f) Colleges and universities
(g) Distributors and wholesalers
(h) Women's clubs
(i) Trade, business, and professional associations
(j) Fraternal clubs

Audience and Distribution

(4) The audiences reached by the surveyed films varied a great deal in size depending upon the films' objectives, time in distribution, methods of distribution, and other factors. Median audiences per year of film life are:

(a) Median non-TV audience per year of film life - 47,256
(b) Median TV audience per year of film life - 1,500,000
(c) Median total audience per year of film life (combining non-TV and TV audiences of only those films having both types of distribution) - 2,136,000

(5) Nearly one-third of the films were shown on television.

(6) Nearly 90% of the films were distributed nationally throughout the U.S. and 55% were shown in foreign countries.

Business Film Costs

(7) About one-third of the productions were in distribution with one hundred or more release prints. The median number of prints per film came to 47.

(8) For those films made by outside producers the median over-all production cost was $32,000---or $1360 per minute.

(9) Print costs generally came to less than $5,000 per production, though in twenty-six per cent of the cases, print costs exceeded $10,000. In ten per cent, the investment in prints ran higher than $25,000.

(10) The median cost of a project (including production, prints and distribution) for a film made by an outside producer came to $52,000.

Says the A.N.A. in its Introduction, "The costliest production may in the long run be the most economical in terms of the role which it has fulfilled for the sponsor. Conversely, a $1,000 investment in an internally produced film could prove to be an extravagance or a tribute to ingenuity, depending upon the degree to which the film succeeds in meeting the sponsor's objectives. By the same token, a highly selective audience of 10,000 over a three-year period may represent a genuinely rewarding performance, whereas an audience of 1,000,000 over a one-year period may be disappointing to the sponsor.

In the light of these considerations, it appears clear that the experience of others, however useful in lending perspective, should not supplant a company's specific communications requirements as the governing criteria."

TAKE FIVE

By the end of the year there will be five million color TV sets in the U.S. --one for every tenth TV home.......Laplanders---people who can't keep their balance in a bus.......17th Annual Canadian Film Awards slated for Saturday, May 8th in Toronto......."Mirror, Mirror on the wall, who's the fairest one of all?" And the Mirror answered, "Albina, of course".......The American Medical Association has 1829 prints of 418 films in their library.......and here's one for Jack Cennon to quote over CKBI in Prince Albert---in the Spring a young man's fancy lightly turns to thoughts of what young ladies have been thinking about all winter!

Cheers,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. As his Mercury capsule went into orbit, Alan Shepherd is reputed to have said, "I hate to think all this gear around me was built by the lowest bidder!"

CRAWLEY COMMENTARY

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

H-105-5 c.2

May third, 1965.

CANADA USES INDUSTRIAL FILMS TO BUILD EXPORTS, and here is a letter we felt all Canadians interested in selling abroad might want to read:

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA 4.

Mr. Graeme Fraser,
Vice-President,
Crawley Films Ltd.,
Ottawa, Canada.

March 25, 1965.

Dear Graeme,

For the record I would like to put down on paper some of the matters we discussed regarding our "mutuality" of interest in trade promotion films.

As we discussed, we have 66 trade posts around the world of which 45 are in embassies and 21 are detached posts. Each of our trade posts has a film library and 16mm sound projection equipment. During the past couple of years we have been trying to stimulate greater use of films as a sales promotion tool by our Trade Commissioners by providing prints of films on Canadian subjects produced specifically for the Department, plus a catalogue of trade promotion films produced by industry which might be suitable for use by the Trade Commissioners.

Whenever you are producing an industrial film which you feel might be usefully used abroad, we would appreciate receiving a print and/or fact sheet on the film so that we can include it in our catalogue or mention it in our monthly bulletin to Trade Commissioners, "What's New in Films."

In some cases if the film appeared particularly useful for some of our posts we would be willing to buy a couple of prints to put in circulation to the posts.

Again, if a film appeared particularly suitable for use in countries in which the language was other than that of English or French, we would be willing to discuss with you and your client some possible financial support to the production of language versions.

I am sure that we will be able to give each other considerable help as time goes by, and I will make a point of keeping in regular touch with you.

Yours sincerely,

K.A. PRITTIE,
Chief, Media Relations Division.

"EXPO '67" --A NEW MOTION PICTURE

"EXPO '67" is not only the World Exposition to be held in Montreal in 1967; it is also the title of an exciting, new, 25-minute color motion picture produced for Expo '67 and sponsored by Traders Finance Corporation as a contribution towards Canada's Centennial Year.

It was fun to make and it's fun to screen for your club or organization. Book it now (in French or English) through Traders Finance or NFB or Expo '67. Best way to tell you about it is to enclose a copy of the press release issued by Traders at the time of the film's distinguished premiere.

TESTIMONIALS ARE WHERE YOU FIND THEM

"These days more sponsored films set out to sell. Even films that seem to offer information can actually stress sales appeal. Strongest recent example of this is BRAMPTON BUILDS A CAR by Crawley. It's basically a plant-tour movie (it even won a Canadian Film Award in the "Public Relations" category). Yet, three weeks after seeing it, I bought a Rambler."

--Dean Walker writing in Marketing Magazine.

TAKE FIVE

A businessman is known by the company he keeps---solvent!.....17th Annual Canadian Film Awards presentation banquet (with Max Ferguson) and ball moved to May 15th at Westbury Hotel, Toronto. Tickets for an exciting evening from C.A.A.E., 113 George Street, Toronto.....Quebec using a new system of guide rails on elevated highways as a result of test conducted by Warnock Hersey Co. on eight different guide rails. Crawley cameramen and engineers shot slow motion sequences of cars crashing into each type and our footage played an important part in the decision. Another example of how films save lives..... They're talking about an EXPO 67 cocktail---two of them and you make an exhibition of yourself.....This is the time of year when sponsors and libraries bundle up all their 16mm prints and send them to us for checking, cleaning and repair. Ask for our surprisingly low rates for this popular service and be ready in the fall to put your best films forward.....It's reported that Castro turned back two shiploads of Canadian apples when he heard they were Spies.... and do let's know whenever we can be helpful to you in any way. Always remember the motto of the Frasers is "Je suis pret"!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President.

P.S. for those who like to play with figures---
Grandad had $100 and wanted me to buy 100 head of livestock--no more, no less. I found cows sold for $4, pigs for $2.50 and sheep for 50 cents. How many of each did I buy? If you give up, the answer's at any Crawley office.

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

June seventh, 1965.

THE NATION'S CAPITAL

OTTAWA - a territory hounded on all sides by ten provinces.....Ottawa is the only place where sound travels faster than light.....there's nothing so permanent as a temporary job in Ottawa.....there are three major parties here -- the Liberal Party, the Conservative Party and the cocktail party.....and there's a current report that an important document that was to have been published by a columnist has come into the hands of the Cabinet.

And speaking of Ottawa, one of the questions we have most frequently to field -- why is Canada's leading producer of business films located in Ottawa of all places? We have five answers.

1. We started here, and Ottawa has been good to us.

2. Ottawa is one-third French and our studios are located just across the river in Old Chelsea, Quebec. Our location is one reason why such a large part of our work is French language production.

3. We note that Toronto producers rarely work for Montreal sponsors or vice versa. With offices in those industrial centres, we obtain a quarter of our total production from Toronto, another quarter from clients in Montreal.

4. Our location in the Capital dramatizes the fact that we are Canada's only national producer with clients in every province, and abroad. We've worked, for instance, for all ten Provincial Governments.

5. The Capital provides us with unparalleled research facilities. Almost on a basis of personal friendship alone, we can obtain fast accurate information from D.B.S., External Affairs, Trade & Commerce, the National Library, the National Gallery, the National Museum, the National Research Council, the headquarters of the B.B.G., C.B.C., N.F.B., and C.F.I., 55 embassies and consulates, many dozens of national trade and professional associations and Government Departments and Crown Companies.

We would like to have studios in many different centres. But for a national producer, we think our location in Ottawa gives you, the client, the very best value for your film dollar.

TV KEY OUTLET FOR "FREE FILMS" IN 1965

Eastman Kodak has pointed out that more than nine out of ten TV stations in Canada and the U.S. now give air time to "free sponsored films".

Such films are usually business or industrial films turned out by leading film producers for corporations or associations as an important part of their public relations or marketing programs. They usually run around 13 minutes or 27 minutes and distribution is often through commercial distributors specializing in reaching TV and non-TV audiences (schools, clubs, etc.) with sponsored films.

Many of the sponsors of business films reaching TV today are already major buyers of TV programs or spots. Distributors talk in terms of "cost-per-1,000", and when you read that the cost for the average 1,000 "impressions" on TV viewers is somewhere between 18¢ and 30¢ in major markets, you see why so many companies and associations are making their best business films available through TV distributors.

What do free-film distributors look for in business films offered to them for distribution? Chiefly, these points: (1) Classroom application of both film and topic, since study guides are often used; (2) Information level for adults; (3) Suitability for mass TV viewing; (4) Low pressure in the "commercial content", so that it is natural, not intrusive.

MORE NATIONAL AWARDS

At the 17th Annual Canadian Film Awards presentation THE LUCK OF GINGER COFFEY was selected as Canada's top theatrical feature "for its remarkable over-all cinematographic values ably supported by an excellent script and for brilliant interpretations by the principal and secondary actors".

In the same week your producer received two Certificates of Merit at the Canadian Television Commercials Festival for ZOO (Canadian Dental Association) and COME TO THE FAIR (Central Canadian Exhibition Association). So we're still very commercial!

This brings our total of national and international awards to 151.

TAKE FIVE

Canada now produces more new films than new books -- and this, 500 years after the invention of the printing press, only thirty years after the first 16mm sound motion picture .....the Department of Trade and Commerce has a special catalogue of 69 industrial films used by our Trade Commission Service around the world. A full 55% of these useful films have come out of the Crawley studios.....there are three correct answers to last month's problem with figures.....one thing about Economy air travel, you meet a much better class of people.....in a new listing by the Ontario Department of Education of films used most frequently in schools, appears a sponsored film MONEY MINTERS, produced by Crawley for International Nickel..... if you can't get your work done in 24 hours, try working nights.....Red Cross reports 1,127 Canadians died by drowning last year. This summer you could show your group our films for Sun Life, BE WATER WISE and BOATING AND GOOD SENSE..... and in London, there's a family planning unit with the motto "How to try without really succeeding."

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. Find it hard to believe I'm beginning with this issue my nineteenth year of writing Crawley Commentary for you!

CRAWLEY COMMENTARY

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

H-105-5

JUL 13 1965

July twelfth, 1965.

ODE TO A SPONSOR

When you're a film producer
From where do sponsors come?
You never really know just where
The next one's coming from.

He may be an Ad Manager
With a visual tale to tell,
Or perhaps a VP i/c Sales
Who simply has to sell.

Or a Director of P.R.
With an image to create,
An Association Manager
Who thinks that films are great.

It could be a religious group
On their way to Heaven,
Or a President who's bought some space
At EXPO '67.

He can come from any Province
(We've clients in all ten),
From one of a dozen countries
Where our cameramen have been.

He represents oil or steel,
Autos, food or soap,
TV networks, government,
Tourism or hope.

Banking and finance maybe,
Or he's from education,
Mining, agriculture too,
Or from transportation.

They want to make it big and bold
With impact on the viewers,
They want to reach the leaders,
Opinion-makers, doers.

And they want to use the company
That has creative flair --
150 film awards
Can testify for fair.

They want to use the company
Whose films cost least per head,
So many people see them
With audience widespread.

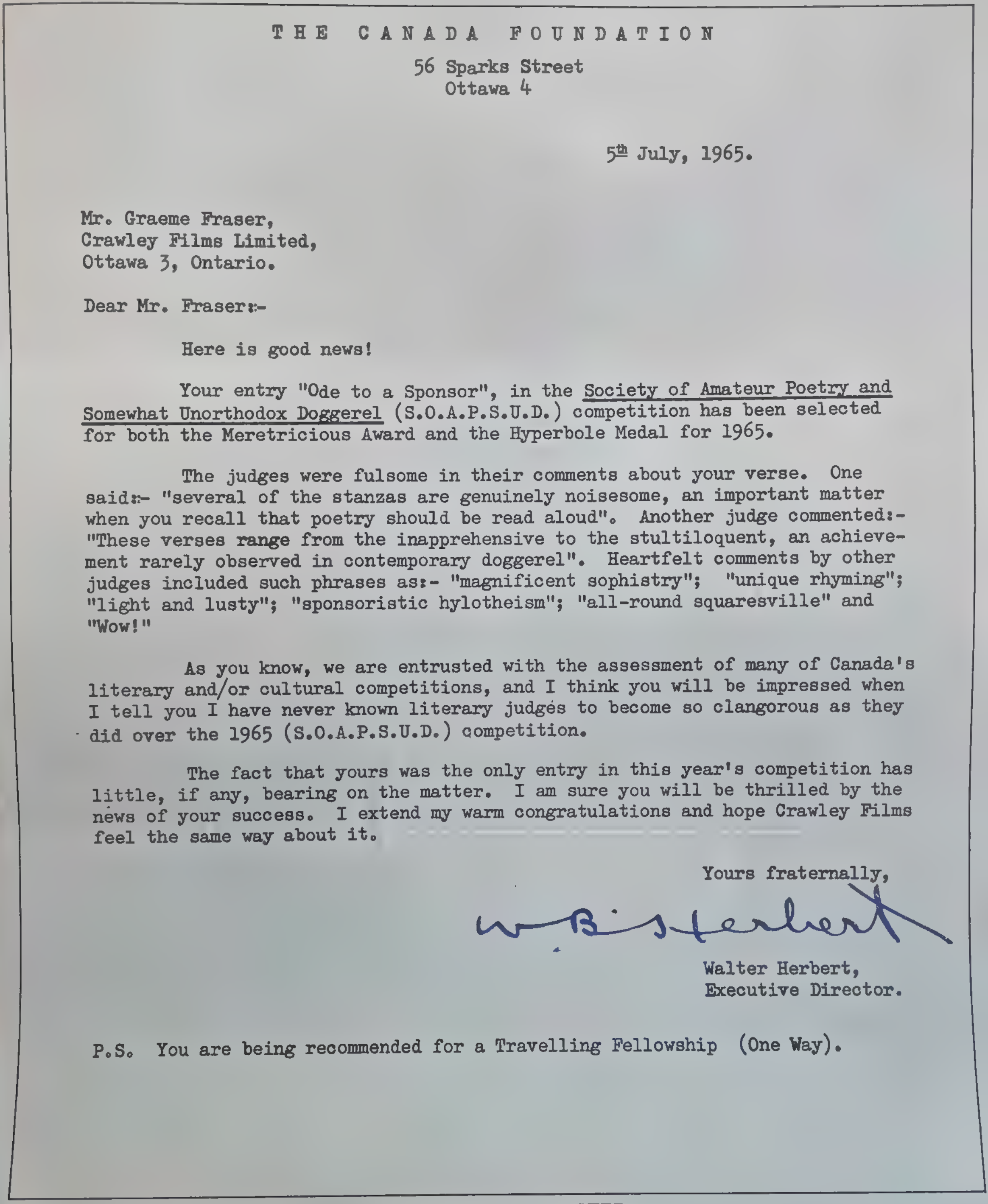
They like to work with Crawley
Who know what they're about
To ensure their film's successful and
Eliminate the doubt.

No matter what their problems now,
Whatever their location,
They know they really need a powerful communication.

They want the impact of a pic
Combined with motion, sound,
Color, drama, music too,
With distribution found.

They want to show their story
And they want to show it fast,
They want to show it clearly
And they want to make it last.

So please excuse this doggerel
It couldn't be much worse --
At least it's written from the heart,
This Commentary in verse.



THE CANADA FOUNDATION
56 Sparks Street
Ottawa 4

5th July, 1965.

Mr. Graeme Fraser,
Crawley Films Limited,
Ottawa 3, Ontario.

Dear Mr. Fraser:-

Here is good news!

Your entry "Ode to a Sponsor", in the Society of Amateur Poetry and Somewhat Unorthodox Doggerel (S.O.A.P.S.U.D.) competition has been selected for both the Meretricious Award and the Hyperbole Medal for 1965.

The judges were fulsome in their comments about your verse. One said:- "several of the stanzas are genuinely noisesome, an important matter when you recall that poetry should be read aloud". Another judge commented:- "These verses range from the inapprehensive to the stultiloquent, an achievement rarely observed in contemporary doggerel". Heartfelt comments by other judges included such phrases as:- "magnificent sophistry"; "unique rhyming"; "light and lusty"; "sponsoristic hylotheism"; "all-round squaresville" and "Wow!"

As you know, we are entrusted with the assessment of many of Canada's literary and/or cultural competitions, and I think you will be impressed when I tell you I have never known literary judges to become so clangorous as they did over the 1965 (S.O.A.P.S.U.D.) competition.

The fact that yours was the only entry in this year's competition has little, if any, bearing on the matter. I am sure you will be thrilled by the news of your success. I extend my warm congratulations and hope Crawley Films feel the same way about it.

Yours fraternally,

W. B. Herbert

Walter Herbert,
Executive Director.

P.S. You are being recommended for a Travelling Fellowship (One Way).

CRAWLEY FILMS LIMITED

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

WE GET LETTERS!

August twenty-third, 1965

DUSTBANE MFG. CO. LIMITED
Ottawa, Canada

Mr. Graeme Fraser,
Vice President,
Crawley Films Limited,
Ottawa 3, Ontario.

Dear Mr. Fraser:

Last year Crawley Films produced for us a series of five eleven-minute colour motion pictures on MODERN MAINTENANCE. They dealt with the important subjects of office cleaning, floor cleaning, floor finishing, washroom care, and machines and maintenance. Together they make up the world's first series of training films on how to properly maintain a building.

Now that they have been well field-tested by our people from coast to coast I can tell you that in the seven years I have been with the company I have never seen anything more enthusiastically received by our dealers and their sales reps!

Perhaps the best way to illustrate their value to us is to quote some typical comments directly from viewers and representatives.

Customers:

> "Excellent!" "The Superintendent is very interested in the methods and systems shown in the films". "Housekeeping supervisors praised film". "Greater interest in work taken following film viewing". "Much was learned from these films". "As a result of the films we feel you are a well qualified company". "Good discussion followed". "Very impressed with the attention to detail". "Seeing is always better than just hearing".

Sales Representatives:

> "We were heartily congratulated". "As a result of the films they are now interested in our TROJAN". "We just received an order for....". "Keen interest in the utility carts was shown by the staff". "Should help to get business". "With the assistance of the films, I have had $1200 in new business".

Yours sincerely,

D.S. MACKINNON,
Advertising Manager

FROM STAR TO FILMS

Miss Anne Klover has joined our Toronto Office (lucky old Toronto!) to specialize in the production and distribution of consumer motion pictures for women's organizations and television.

Educated at Toronto and York Universities, and with a background of business administration, for the past five years Miss Klover has been Executive Assistant to the Editorial Director of the Toronto Star and Star Weekly. She can be very helpful, and you'll enjoy meeting her.

DEATHLESS PROSE WE PROMISE NEVER TO USE IN YOUR SCRIPT

Gutted by fire after a grinding crash, the jam-packed vessel limped into port to be greeted by death and destruction as violence flared in the oil-rich, racially-troubled, riot-torn nation. In the wake of the kick-off of the backlash, voters marched to the polls from the fruits of their labours in the tinder-dry woodlands, and the meaninful confrontation was hailed with cautious optimism but no immediate comment percentage-wise from usually reliable sources.

OIL THIGH NA BANRIGHNN GU BRATH! CHA GHEILL

Among our more interesting clients are universities -- Saskatchewan, Carleton, etc. Our second film for Queen's is now being distributed by the N.F.B. and we thought you'd like to see this copy of the excellent promotion sheet.

FIVE SECOND ITEMS

Thinkpiece -- did it ever occur to you that you were once the youngest person in the whole world? . . . Alex Biggs, President of ACA says that "many advertisers might well consider the rewards of filming their EXPO exhibit as a widening and lengthening of a once-in-a-hundred years project". With which we agree . . . Financial Post quotes a prominent businessman, "I don't like women in business. If you treat them like men, they start crying all over the place. And if you treat them like women, your wife finds out about it". With which we don't agree . . . "What has influenced you to think about visiting Canada?", asked the Canadian Government Travel Bureau in 600,000 questionnaires. Travel films were cited by 12.5% and TV by 6%. As TV travel promotion is on film, this means that about one out of every five U.S. visitors comes to Canada because they've seen Canadian Travel films! . . . More than forty different recent Crawley motion pictures have more than 100 prints out working across the country, while seven are now between the 200 and 300 print mark . . . and they're telling about the Karate expert who joined the army and killed himself the first time he saluted.

Salutations!

Graeme Fraser,
Vice President

RAWLEY COMMENTARY

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

"THE LUCK OF GINGER COFFEY"

A Crawley Films and Roth-Kershner Production
Starring Robert Shaw and Mary Ure

Executive Producer - F.R. Crawley
Producer - Leon Roth
Director - Irvin Kershner
Screenplay - Brian Moore
Distribution - Walter Reade-Sterling Continental

- "Has a neat and crisp naturalness about it, a compelling illusion of truth."
  - BOSLEY CROWTHER, NEW YORK TIMES

- "Exceptionally good movie, which I hope everyone who is either Irish or not Irish will go and see."
  - NEW YORKER

- "A quiet 'small' movie that shouts home some giant-sized truths."
  - NEW YORK HERALD TRIBUNE

- "Brought vividly to life by a cast that is all Canadian except for the two leads and Liam Redmond, as Ginger's irascible editor."
  - NEW YORK WORLD-TELEGRAM & SUN

- "Intelligent writing, acting and handling."
  - NEW YORK JOURNAL AMERICAN

- "Excellent character study. Top film making. Brilliant performance by Robert Shaw."
  - CUE MAGAZINE

- "An extremely well-made and affecting movie.
  - NEWSWEEK

- "This picture gives you that rare lift."
  - NEW YORK POST

- "The Luck of Ginger Coffey", the first major feature film produced in Canada largely by Canadians was given its U.S. premiere here Monday and reaped generally complimentary comment from the city's six newspaper critics.
  The collaboration with Crawley appears to have resulted in a critical success---a necessary shot in the arm for the embryonic Canadian feature film industry."
  - CANADIAN PRESS FROM NEW YORK

WHEN IT COMES TO YOUR THEATRE, DON'T MISS

"THE LUCK OF GINGER COFFEY"

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

odd number of pages in issue

CRAWLEY COMMENTARY

H-105-5

OCTOBER 6 1965

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

October fourth, 1965

THE COMMUNITY FILM LIBRARIAN SPEAKS

Thinking of doing a film on Sports? Health? Industry? Travel?

These are the sponsored film subjects most requested by the public, according to a national survey of community librarians just completed by the Canadian Library Association.

Films for children also ranked high on the list, along with Safety, Canadian History, Art, Science and Geography.

Librarians praised the standards of quality and information contained in sponsored films, but warned sponsors to avoid too-obvious product reference in the body of their pictures.

While the ideal running time for a film ranged from ten to thirty minutes, the mean average was twenty, and nearly all librarians felt colour was generally superior to black and white.

And to the question of "which Canadian producer (outside of Government) do you now believe to be making the best 16mm films?", nine out of ten of the librarians answered "Crawley". Other producers mentioned were Carey, AKO, and Chetwynd.

DISTRIBUTING CANADIAN SPONSORED FILMS

Modern Talking Picture Service, the world's largest distributor of sponsored films, has been reaching huge audiences with Crawley productions. Some examples -

ABITIBI (Abitibi Power & Paper)	1,801,677	(first 34 months)
BRAMPTON BUILDS A CAR (American Motors)	2,212,545	(first 29 months)
THE LOON'S NECKLACE (Imperial Oil)	1,277,239	(first 15 months)
MURAL (Imperial Oil)	1,038,096	(first 15 months)
THE POTATO AND MRS. KELLY (Salada)	1,257,540	(first 24 months)
REPEAT PERFORMANCE (Seagram)	1,813,407	(first 20 months)
RX FOR MARYANNE (Pharmaceutical Manufacturers Association)	1,644,605	(first 26 months)
STORY OF MEAT IN CANADA (Swift)	1,258,220	(first 29 months)
TEA (Salada)	1,128,468	(first 27 months)

Mr. Lynn Meek, Modern's Canadian Manager at 1875 Leslie Street, Don Mills, Ontario, will be glad to supply distribution information. And incidentally, Crawley has now been appointed their motion picture consultants in Canada.

YOU'RE LOOKING WELL -- YOUR COLOUR IS MUCH BETTER THESE DAYS

Our sister company, Graphic Films, is Canada's largest colour motion picture laboratory. And they're now printing on the new Kodak colour reversal release print stock, Type 7387.

This material yields a much sharper print from either Ektachrome Commercial or Kodachrome II originals. As an extra benefit, the sound track area has more range than its predecessor.

While excited about this new stock, they still feel that large print orders should be achieved via a colour internegative. This not only reduces the cost per print, but also allows the original to be changed into other versions (language or length) or safely filed in our vaults while the release prints are being run.

Graphic's other Production Services include editing, animation, titles, sound recording, mixing, music scores. They finish films for in-plant units and independent cameramen all over Canada. For price list or more information write to Bill O'Farrell or Glenn Robb, Graphic Film Labs, 19 Fairmont, Ottawa.

U.K. OPINION

"THE LUCK OF GINGER COFFEY is an attractive picture, entertaining, touching and individual, and admirably, crisply made".

- PUNCH

TAKE FIVE

One of the toughest decisions to make is when to discard a tooth brush. . . . ours is sometimes a complicated business -- Bill Kennedy of our Toronto office arranged for our associate dubbing company, Synchro-Quebec of Montreal, to dub into English ten theatrical features produced in Munich for showing on the ABC stations from New York. . . . all this world needs is an agreement not to have any more wars until the old ones have been paid for. . . . new magazine is the Canadian Audio Visual Review (14,000 circulation), published under the auspices of the Canadian A/V Association and designed to meet the needs of audio visual educators across Canada. . . . by the time a man finds greener pastures he can't climb the fence. . . . growing use of films by industry, education and government dramatised by the $616 million spent on A/V in U.S. last year. . . heard in the halls of DBS: "A statistician is a fellow who believes that if you put your head in a furnace and your feet on a block of ice, on the average you'll be pretty comfortable!"

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

November fifteenth, 1965

HOW'S OUR IMAGE WITH YOU?

For lo these many years our energies have been devoted to projecting on film the image of our clients.

At the same time, we've shown our films, told our story, bought our space, mailed out 750,000 copies of CRAWLEY COMMENTARY.

Suddenly we're wondering what you really think about us, if indeed you even do. Will you take but two minutes to check off and return this sheet? We'll read and collate and study your reply. And we'll take action.

Many thanks -- and let's know when we can be helpful to you.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President

RETURN TO: Graeme Fraser,
Crawley Films Limited,
19 Fairmont Avenue,
Ottawa 3, Canada.

MY IMPRESSION OF CRAWLEY FILMS (multiple checks if you wish)

Crawley produces: Theatrical Features ( ) TV Shows ( ) TV Commercials ( ) Business Films ( ) Classroom Films ( ) Slide Films ( ) Stills ( )

Crawley's main job is the production of ____________________ films.

Crawley is 100%: Canadian-owned ( ) U.S.-owned ( ) U.K.-owned ( ).

Crawley has a staff of about: 25 ( ) 50 ( ) 75 ( ) 100 ( ) 150 ( ) 200 ( ) 500 ( ).

Crawley productions have won over: 50 ( ) 100 ( ) 150 ( ) awards.

Crawley productions are: Poor value ( ) Good value ( ) Best value ( ) expensive ( ) inexpensive ( )

Crawley's export business is: nil% ( ) 10% ( ) 20% ( ) 50% ( ) 75% ( ) of their volume.

Crawley has its own: writers ( ) sound ( ) animation ( ) titles ( ) music ( ) laboratory ( ).

Crawley is Canada's: oldest ( ) most experienced ( ) largest ( ) most modern ( ) best equipped ( ) most creative ( ) private producer of sponsored films.

Crawley, in its advertising, should stress ____________________

____.

When I think of Crawley I think of ____________________________.

Any other impressions - or suggestions? ______________________

____.

If you wish . . .

NAME ______________________________

ORGANIZATION ______________________________

ADDRESS ______________________________

CRAWLEY FILMS LIMITED

CRAWLEY COMMENTARY

H-105-5

CRAWLEY FILMS LIMITED / 19 FAIRMONT AVENUE, OTTAWA / 181 EGLINTON AVENUE EAST, TORONTO / 1 PLACE VILLE MARIE, MONTREAL

December fifteenth, 1965

COLOUR TV PRESENTS GREAT OPPORTUNITY

The advent next fall of colour TV in Canada (some stations already installing colour equipment) presents a unique opportunity for communications-concsious companies and associations.

Surveys show that now, in the era of black & white, virtually all stations use free sponsored films and run them from 10 to 150 hours a year. Many Crawley productions have reached for their sponsors a black & white TV audience of well over one million Canadians.

But think! — Canadian TV must be 55% Canadian content.
— Canadian TV stations have been able to stock pile very few colour programmes.
— Colour costs more to shoot.
— Stations will wish to show just as much colour as possible.

Here then is a real opportunity for those far-sighted companies, associations, institutes and government departments which have available colour films of interest to the public.

Ideally, for TV they should run around 13½ or 27½ minutes, and thus integrate readily into the quarter and half hour blocks of TV programming.

But not necessarily! Some examples of "odd length" Crawley productions which have reached a TV audience of about a million — BRIGHT CENTURY for Stelco runs 23½, SEAL HUNT for Calvert's runs 21½, THE SEASONS for Imperial Oil runs 18 minutes.

YOU GAVE US THE ANSWERS!

We're most grateful to you for returning last month's questionnaire. Your thoughtful assessments, constructive criticisms, fresh ideas — even the gratuitous insults from friends across the country — are being carefully collated and studied.

Over 500 are in already and every day brings more. This is a very large sample of important executive opinion from all ten provinces and abroad. Thank you!

TAKE ME TO YOUR LEADER

In Fortune's famous list of the Largest Industrial Companies Outside the United States, the eleven largest Canadian companies are Massey-Ferguson, Aluminium, George Weston, Inco, Canada Packers, Stelco, Seagram, MacMillan-Bloedel & Powell River, Domtar, Northern Electric, and Canadian Breweries.

Crawley has worked for all eleven, in most cases made many films for each. Right now we are working for five of them. Ten of the fourteen largest U.S. Industrial Corporations are also profiting with Crawley.

TAKE FIVE

Dick Lewis says the only thing no political party ever seems to be able to nationalize is the Canadian Government. . . Greetings, Tovarisch! Our LUCK OF GINGER COFFEY has just been purchased in Moscow for theatrical distribution throughout the U.S.S.R. . . Sponsors: yes — there will be a film projection room in the Business Development Pavilion at EXPO '67. . . Shell's UK-produced 14-minute sponsored motion picture, SHELLERAMA, had a production/distribution budget of one million dollars. . . Your family is grown up when your kids stop asking you where they came from and refuse to tell you where they are going. . . Canadian Film Institute has just published at $2.00, a valuable 55-page book with data on some 160 Canadian feature films and TV series produced from 1914 to 1964. . . .

Diplomacy is the art of saying "nice doggy" until you have time to pick up a rock. . . Ontario Film Association reports 40,000 film showings last year, due partly to the fact that they have trained 4,000 16mm projectionists throughout the Province. . . Overheard by Phil Stone of CHUM: "The way my wife drives, if I were an Arab she'd come home with a dented camel". . . How well informed are Canadians? A Canadian Chamber public survey reveals that Canadians think the average business makes a net profit on sales of 19.3% (after taxes), and further felt that 16.5% would be about right. National Revenue tells us that the average net profit on sales has been running at 2.7%! . . . . Liked the story of the student explaining poor Christmas grades to his irate father — "You just can't beat the system — last year I decided to take basket weaving. It's a snap course and I figured I would sail through. Know what happened? Two Navajos enrolled, raised the class average, and I flunked!"

* * * * * *

And on behalf of the whole team of creative film makers at Crawley, may your Christmas Season be merry and bright and may the year 1966 be filled with peace for you and your family and for this old world of ours.

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice President

Crawley Films Limited
Ottawa:
19 Fairmont
Montreal:
1260 University
Toronto:
93 Yorkville

H/105/5
H-105-5
64/A/282/2
c-2

crawley commentary

NATIONAL LIBRARY
JAN 28 1971
BIBLIOTHEQUE NATIONALE

January twenty-fifth, 1971

FILMS EN FRANCAIS

Over the years we have produced some 450 French language films or French language versions of English films.

The simplest type is where your versions can be made with just a new voice track and new titles. Sync dialogue films can be double shot at the same time with two casts, or they can be cleverly dubbed into other languages. And we've produced a number of truly bilingual films of the type that can be carried with music and effects alone or where both French and English are on the same film.

There is a great demand for new films in French Canada and other French-speaking countries. We've had a number of requests for a list of our recent French subjects, so here are some from the past three years:

L'AMBULANCE SAINT-JEAN AU CANADA - St. John Ambulance
LE MOUVEMENT - Canadian National
UN VILLAGE....LA TERRE! - Volkswagen Canada
CECI EST MON INVENTION - Patent & Trademark Institute
OTTAWA - FIERE CAPITALE - National Capital Commission
L'ENERGIE ATOMIQUE AU CANADA - Atomic Energy of Canada
PRODUIT AU CANADA - Canada Packers
MENU - Department of Health & Welfare
CANADA-TECHNOLOGIE - Department of Trade & Commerce
NOTRE MONDE POLYMERE - Polymer Corporation
ILE DE VACANCES - P.E.I. Travel Bureau
JEAN-PAUL - JE TE CEDE LA PAROLE! - Kimberly-Clark
LES HUIT JOURS - Massey-Ferguson
UNE QUESTION DE SOUFFLE ET DE VIE - Canadian TB & RD Association
TOI ET MOI - Montreal Federated Appeal
L'HOMME ET LA LUMIERE - Canadian Electrical Mfrs. Assoc.
UNE FORCE INEPUISABLE - Churchill Falls (Labrador) Corp.
VILLE DU GRANDE LARGE - Toronto Harbour Commission
ST-GEORGES ET LES DRAGONS - House of Seagram
LA CENTRALE NUCLEAIRE DE DOUGLAS POINT - Atomic Energy of Canada
ISLE CAP BRETON - Cape Breton Development Corp.
LE BOEUF A SON MEILLEUR - Steinbergs
LE SOLEIL NE LUIT PAS TOUJOURS POUR LA MEME PERSONNE - House of Seagram
VOUS N'ETES PAS UN ANGE - United Appeal
NYLON - Dupont
MARCHANDS DANS UN MONDE EN EVOLUTION - Hudson's Bay Company
REGARDS SUR NOS ENFANTS - Metropolitan Life
LES SATELLITES: MOYEN DE COMMUNICATION DE L'AVENIR AU CANADA - Northern Electric
OPERATION PETROLE - Department of Transport

So when you need a new film for the French market, or a French version of an English film -- think of Les Films Crawley. And incidentally, we've made films in German, Japanese, Spanish, Portugese, Italian, Czechoslovakian, Russian and Norwegian!

TV BASICS

Canada's 72 TV stations have an amazing impact in this country. Of Canada's 5,669,500 households, 96% have sets, 22% have more than one, 14% have color, 20% have cable. During an average day, 84% of all adults see TV, and the average daily viewing of adults exceeds four hours.

Crawleys have had a lot of experience with television. We've produced many hundreds of films for TV, plus more than 600 TV commercials and public service promos. If you want to reach this tremendous audience, ask us about free films on TV, one-hour specials, commercials or promos.

TAKE FIVE

We were in Florida for a good holiday and missed a Commentary. . . Florida is more a state of mind than a State -- every little while they change the rates -- it's the only place I know you can go broke sleeping . . . we saw a funny thing in Miami -- a woman wearing a cloth coat . . . and those bell hops -- one night in our room we phoned down for a pack of playing cards and the bell hop made fifty-two trips . . . a rich old lady died and left her pet poodle $200,000, but the dog didn't get a cent -- her parakeet sued and broke the will . . . Hollywood is where every year they hold the Academy Awards in Santa Monica to decide on the best picture made in Europe . . . it's not that you can't take it with you -- it's just that it keeps slipping through your fingers while you're here . . . guess it was Ruskin who said that the trouble with being brilliant is that you end up working weekends . . . I hate politicians who read their speeches so I was cheered when I heard one begin with, "It is truly one of the high points of my career to be in your great city of insert-the-name" . . . middle age is the metal age -- silver in your hair, gold in your teeth and lead in most other parts . . . another definition of middle age -- when you can't take yes for an answer . . . everything is relative -- no man of forty wants his daughter to do what he wanted other men's daughters to do when he was twenty . . . population explosion: birthquake . . . asked how he got the idea for his second best-selling book, the novelist replied: "By watching the movie they made of my first one" . . . and perhaps the most-quoted one-liner is the immortal, "Aside from everything else, Mrs. Lincoln, how was the play?" . . . and the happiest and healthiest New Year to you from all of us at Crawleys!

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

P.S. Please do drop me a line and tell us if you are planning a film for '71. In fact, drop me a line anyway!

H/105/5

601F/212/2

Crawley Films Limited
Ottawa:
19 Fairmont
Montreal:
1260 University
Toronto:
93 Yorkville

NATIONAL LIBRARY
MAR 2 1971
BIBLIOTHEQUE NATIONALE

crawley

commentary

March first, 1971.

CANADA AT 8:30/LE CANADA à 20h30

On February 15, many hundreds of Ottawa parliamentarians, diplomats, government officials and businessmen gathered with their wives in the beautiful Opera House of the National Arts Centre for the world première of a new motion picture under the distinguished patronage of the Hon. Gérard Pelletier, Secretary of State.

They were welcomed by President Karl Barths and Public Relations Manager Frank Segee of Volkswagen Canada Ltd., by Hamilton Southam, Director General of the National Arts Centre and by F. R. Crawley, President of Crawley Films.

The following days there were premières before equally distinguished audiences at the Museum of Fine Arts in Montreal, the Ontario Science Centre in Toronto, the Queen Elizabeth Theatre in Vancouver, the Planetarium Auditorium at the Manitoba Centennial Centre in Winnipeg. Other premières are already planned for Halifax, the Canadian Embassy in Washington, the Canadian Club in Fort Lauderdale.

Directed by Vincent Vaitiekunas, CANADA AT 8:30 is a bilingual motion picture about the live performing arts all across Canada. For the first time the spectacular cultural development that has brought Canadian performing artists such world-wide recognition has been captured vividly and entertainingly on film.

The 28 minute, 35mm and 16mm color motion picture takes you to the Charlottetown Festival -- the Neptune Theatre in Halifax -- Montreal's Place des Arts, with the Société de Musique Contemporaine du Québec, Théâtre du Nouveau Monde, and Papineau House -- the Toronto Symphony at Massey Hall, the O'Keefe Centre with the Canadian Opera Company, and the Festival Singers at Harthouse -- the Stratford Festival -- the Royal Winnipeg Ballet performing at Winnipeg's Centennial Concert Hall -- Theatre Calgary -- the Vancouver Theatre Playhouse -- and of course the National Arts Centre in Ottawa. We meet various artists and artistic directors and hear them telling of their work in the performing arts.

Produced for Volkswagen Canada by Crawleys, this picture will show Canada's cultural maturity in every part of Canada and around the world. Every group interested in Canadian theatre, ballet, opera or music should see this exciting, fast moving, stimulating and entertaining new Volkswagen film.

ITEMS OF INTEREST

Orchids to maestro Larry Crosley, Director of Music for Crawleys, who has won the CBC Original Music Competition for his orchestral work, "Vignettes" . . . so many PR pictures are now being produced, the Public Relations Society of America is running its own Annual PR Film Festival . . . the International Labour Office, CH 1211, Geneva 22, has published a world catalogue of occupational safety and health films . . . Good Films Never Die Dept: Remember that 70mm motion picture, MOTION, that we did for the excellent CN pavilion at Expo '67? It is now playing the theatres in both the U.S. and Canada . . . the Ontario Film Association (Box 521, Barrie, Ontario) is sponsoring a Film Showcase March 31-April 4 at Geneva Park for educators and librarians to view the latest 16mm films available in Canada . . . groups in the Province of Quebec looking for free programs can obtain 250 different films, French and English, from Modern Talking Picture Service, 485 McGill, Montreal, and we're pleased to note that 30% of all these films have come out of the Crawley studios . . . producing a new blood donor film for the Canadian Red Cross Society, which reminds me that this is Red Cross Month, that volunteers perform 90% of their work, and they can use many more workers (and blood donors).

TAKE FIVE

It's a strange society we have here, with our wash getting whiter while our water gets dirtier . . . but a Los Angeles TV station is doing a new weekly show dedicated to the pollution problem -- 15 minutes of dead air . . . today's girls just de-thaw, de-thaw, de-thaw -- why can't they learn to open cans like their mothers did? . . . cocktail party put-down: "Excuse me, but I've forgotten your first and your last name" . . . statistics show that every four seconds a woman gives birth to a baby. Our problem: Find this woman and stop her! . . . a funny thing happened on the way to the studio. A fellow walked up to me and asked for a nickel for a cup of coffee. I gave it to him, and then followed him to the restaurant . . . always borrow from a pessimist -- he never expects it back anyway . . . sometimes it is better to have loved and lost than to wind up doing homework for a bunch of kids . . . "he's pretty exasperating -- I hear that Dale Carnegie once punched him in the mouth" . . . every man likes to see a broad smile, particularly if she smiles at him . . . like its politicians and like its wars, society has the teenagers it deserves . . . and how about the sad, sad story of the one-fingered pick-pocket. All he could steal were lifesavers . . . today is the tomorrow we worried about so much -- and weren't we right!

Cordially,

Graeme Fraser

Graeme Fraser
Vice President.

P.S. Particularly if you are concerned with marketing, please take just 50 seconds to read the enclosed leaflet, TRACKING DOWN MR. NO. You may then wish to drop the reply card into your Out Basket.

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April fifth, 1971,

25 YEARS -- IT'S BEEN GREAT!

Not that anyone cares very much (or do you?) but this date marks my 25th anniversary with Crawleys. Actually, I've been around Crawleys longer than any other Canadian film production company has been established.

It's interesting to look back for a moment through the musty records to see what we did in my first year.

In the planning was THE LOON'S NECKLACE, perhaps Canada's best known film of all time. Sponsored in Canada by Imperial Oil, and distributed around the world by Encyclopaedia Britannica, it still sells about 200 prints each year and shows no sign of growing old.

Here are the films released in 1946/47 (all in color and many in both languages) and even in those days we had a wide variety of national clients:

WHO IS MY NEIGHBOUR? - Canadian Welfare Council
PEACE OF MIND - Blue Cross Plan
KNOW YOUR BABY - Dept. National Health & Welfare
HOUSES IN JIGTIME - Central Mortgage & Housing Corporation
TALE OF NEW CITIES - " " " " "
RED FEATHER - Community Chests
CAMPING - Victorian Order of Nurses
TREATMENT OF ARTHRITIS - Canadian Rheumatism Society
LORD ROWALLEN - Boy Scouts of Canada
THE PREFAB HOUSE - Peerless Housing Corp. of N.Y.
REPORT ON JAPAN - Church of England
COAL GAS - National Film Board
DOGS GO TO SCHOOL - R. C. M. P.
THROUGH THE NORTHWEST PASSAGE - R. C. M. P.
ROCKY MOUNTAIN TROUT - National Parks Branch
FAMILY OUTING - " " "
YOU'LL TAKE THE HIGH ROAD - " " "
SELLING YOUR PERSONALITY - Department Stores Sales Training Series
THE RIGHT APPROACH - " " " " "
WHO THREW THAT MONKEY WRENCH? - " " " " "
TELEPHONE TECHNIQUE - " " " " "
SENSE INTO DOLLARS - " " " " "
SUCCESS STORY - " " " " "

Those 25 years have been interesting ones with variety always being the name of the game. Opening operations in Toronto and Montreal, building studios in Ottawa, a shooting stage on 40 acres of wilderness in Old Chelsea, Quebec, eleven miles from our Ottawa studios, establishing color processing services (Graphic Films), an agency in Washington, and so on ad infinitum.

In 25 years I have seen more than 2000 films turned out of our studios -- our crews journeying to 23 different countries -- 187 national and international awards go up on our walls. Watched the coming of television, a tremendous new showcase for our product, the founding of the Canadian Film Development Corporation to aid the feature industry in this country, new developments in fast film stocks, sound recording and animation, our experience at EXPO '67 where we made three feature shows for the Canadian Government, CN and Kodak pavilions, our production of theatrical features and television series.

And now, working with a crew of youthful, talented film-makers plus 25 years of experience, we are pressing into the seventies eager to produce for old and new clients most effective films for marketing, public relations, government relations, education and training.

POWER OF THE PRESS

Last month the Toronto Telegram did a feature on our Directory of Sources of Free Sponsored Films in Canada. As a result, we received more than 400 requests, potent proof of the great demand for sponsored films in Canadian schools, clubs and groups of all kinds.

TAKE FIVE

This is the month that the green returns to the lawn, the trees, and the Department of National Revenue . . . it's our rendezvous with debt . . . I just finished filling out my income tax form -- who says you can't get wounded by a blank?. . . You need a higher I.Q. to make out the forms than to make the income . . . then I went down to the tax office. Thank heavens! I'm all paid up until 1957 . . . and I found the tax people think of us as "Canada, land of untold wealth!" . . . but Mr. Benson is worried about business entertainment. The tax people want you to keep a diary. I went out with some people the other night. Marked everything down -- fifty dollars for food, thirty dollars for drinks, ten dollars for tips. The Government disallowed it. They found out I was a guest . . . some people don't understand a surtax. That's a tax on a tax, like having a pimple on a wart . . . and just think, while you're sitting here reading this newsletter, a big fat computer somewhere is checking your tax return . . . political economy -- two words that should be divorced on the grounds of incompatability . . . and let's always remember that any government that is big enough to give you everything you want is big enough to take everything you have away . . . but my favourite one-liner on this subject is, thank heavens we don't get all the government we pay for!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. One thing this winter proved -- in Ottawa, the Age of Shovelry is not dead!

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May tenth, 1971,

SOME RECENT FILMS YOU OUGHT TO SEE

For Noxzema, there's HEALTH AND BEAUTY AND YOU, for teenage girls. It's a beauty clinic presided over by cover girl Linda Watkins and it's a real treat to watch.

For the Tea Council of Canada, there's TEA POT POURRI, which shows the many facets of this popular beverage. Featured is a sequence of our new plasticine animation. Available from Modern.

TO INNER SPACE, for Hoffman-Laroche, demonstrates the complexity of the human body through a unique type of animation, follows the case-history of a young girl with a neuro-muscular disease, and through lab shots of animal experiments illustrates the thought and care that go into the production of a pharmaceutical product.

OPERATION OIL is the fascinating story of the clean-up operation of the huge oil spill off Nova Scotia following the breakup of the oil tanker, ARROW. Produced for the Department of Transport and available from the National Film Board.

FILM COURSES IN CANADA

For years we've been getting inquiries about which Canadian universities and colleges have courses dealing with film production, film history, film aesthetics, etc. Now for $1.00 from the Canadian Film Institute, 1762 Carling Avenue, Ottawa 13, is a GUIDE TO FILM COURSES IN CANADA, with 35 main entries.

A NEW AWARD

Crawleys staff have received their 14th Silver Award from the United Appeal for reaching our objective -- only three other Ottawa area organizations have this fourteen year record. We're proud of our people, and of Purchasing Agent Mary Whalen who conducts our campaign, and we're as proud of this award as we are of the 187 film awards on our walls.

MOVIES ON THE MOVE

Latest figures from Dominion Bureau of Statistics show Canadians turning out some 5500 new films of all types each year. Even more interesting -- Canada's film laboratories (including Graphic Films, our specialist color lab) printed an amazing 115,626,000 feet. And that's more than four times the length of the 5000 mile Trans-Canada Highway!

THE CANADIAN ASSOCIATION OF OPTOMETRISTS

88 Metcalfe Street, Ottawa 4, Canada

Dear Graeme,

I thought you would like to know that we've had many reports from TV stations and from members of the optometric profession confirming the effectiveness of the new film series "TO SEE" which Crawleys produced for us.

From what we have seen so far, the value of the air time provided by Canada's television stations will be at least twenty times the cost of our production, prints and distribution.

Since this was our introduction to the use of TV films we selected the company with the "know how" to produce the series and we were impressed by the way your people instantly grasped the theme we were anxious to project to the Canadian public.

We are sincerely grateful to your producers, writers and technical staff for their professional assistance and co-operation and we look forward with pleasure to our next series with you.

Sincerely,

H. G. "MEL" MELLOW,
Executive Director.

TAKE FIVE

Remember way back when the chief concern of student bodies was student bodies? . . . strange as it seems there's a Saskatchewan hockey player called Stanley Cupp -- his younger brother, Gray, however, is going out for football . . . from a friend in Washington -- where were the Vietnamese when the Americans had their civil war? . . . among hundreds of recent requests for a copy of our DIRECTORY OF FREE FILM SOURCES was one from Kingston Penitentiary -- now there's a captive audience! . . . if my friends in Newfoundland will forgive me, there's a story about the new topless club in St. John's. Following the custom he'd heard about, the manager has all the girls wearing pastries . . . love that remark on a school report -- "The dawn of legibility in his handwriting reveals his utter incapacity to spell" . . . minor surgery -- that's surgery performed on anyone else . . . hot pants -- fire hose? . . . while the government worries about the number of unemployed, the employer worries about the number of unemployed on his payroll. . . people do learn from experience -- no father wakes up his second baby just to see it smile . . . but the silliest one-liner I've been sent recently is the one about a new kind of Russian roulette. You get six cobras in a room and you play a flute. One of them is deaf . . . but we are not, so let any of our offices know when we can be helpful in any way -- for at Crawleys we do the reel thing.

Sincerely,

Graeme Fraser

Graeme Fraser
Vice President

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crawley commentary

June fourteenth, 1971

IAVA CAME CALLING

Over the years many interesting groups have visited and toured our studios. But never before has an entire United States national convention driven in buses from another city to be our guests for an afternoon!

The Industrial Audio-Visual Association -- 70 strong from 14 states as far away as Texas and California -- had their annual convention in Montreal. The whole group piled into buses and drove to Ottawa to spend the afternoon at Crawleys.

We were delighted to have them, for these are the men in charge of the film programs for such corporations as IBM World Trade, A.T. & T., Union Pacific, National Cash, Honeywell, Goodrich, Goodyear, Alcoa, P. & G., Caterpillar, Univac, Kaiser, U.S. Steel, Squibb, Standard Oil, G.E., Armour, Allstate and many others.

They toured the studios, screened our newest live action and animated films, talked to Noreen Young's puppets, asked questions, contributed ideas, and finished with a wine and cheese party before we reluctantly saw them off on their special buses back to Montreal.

We learned from them as they learned from us, and they told us that it had been a highlight. Certainly their visit was the highlight of our month.

TRAVEL

Starting a new film for Ducks Unlimited of Chicago. Our last film for them, THE WETLANDERS, starring the inimitable Bing Crosby, won the 1969 award for America's Best Outdoor Documentary at the National Outdoor Travel Film Festival.

Also in production is a new tourism motion picture for Canadian Kodak, with shooting slated for all ten Provinces and the Territories and the widest possible distribution by the Canadian Government Travel Bureau in Canada, the United States and abroad. A special news release on the signing of our contract with Kodak was put out by the Travel Industry Association of Canada.

Speaking of Travel, wait 'til you see our new film for Canadian Pacific! It was premiered at their annual meeting and we're very proud of it. It brings together into one half-hour picture CP Rail, CP Air, CP Transport, CP Steamships and CP Hotels and it was shot all over Canada and around the world.

"THERE'LL BE SOME CHANGES MADE"

Just to keep you posted on the people you work with at Crawleys, Alex Murray (22 years here) has been appointed Comptroller and a Director, succeeding Charles Everett who retired to Florida, bless him.

William O'Farrell (23 years here) has taken over as Director of Production, with Paul Harris (22 years) as Creative Director. Glenn Robb (18 years) now running Graphic Films, our associate film laboratory.

Margaret Marshall, after five years in Production, (including a hectic spell as Manager) has moved to Sales. Marg is from the Province of Quebec and actively bilingual. Présentement elle est occupé avec un groupe d'action qui a pour but des projets qui pourraient favoriser le biculturisme dans la Capitale Nationale.

TAKE FIVE

In the Spring a young man's fancy lightly turns to thoughts of what young ladies have been thinking about all winter . . . I'm starting to worry about television. The good group win out on every program -- Mannix, The Bold Ones, Bonanza, Ironside -- every program but the 11 o'clock news! . . . did you see Ben Hur on TV? And weren't you impressed with all those gorgeous Roman slave girls? Everyone a perfect XXXVI . . . Walter Gordon likes the story of the Texan who bought a place up North to spend his summers. Someone asked what he was going to call it and he said, "Canada" . . . Another Texan bought his kid a chemistry set -- Du Pont . . . and I liked that voice on the phone who said I had the wrong number. "Are you sure", I insisted, and the stranger said quietly, "Have I ever lied to you before?" . . . if credit cards were called by their right name -- debit cards -- how many of us would use them? . . . with the new pants suits and hair styles it's difficult to tell the sexes apart -- but the one listening is still the male . . . did you ever think -- if all automobiles were painted red we'd have a red carnation . . . Ph.D.'s get the third degree . . . and how about that famous writer who had a pen name, an unlisted phone, a cable address and a Swiss bank account? When he died they couldn't find him to bury him . . . here without charge is a great idea for when you retire -- open a motel for salesmen featuring $15 rooms and $25 receipts . . . it's a busy summer ahead but we've lots more capacity. What kind of a film should we be discussing for your organization -- please do drop me a line, or as they said in the Thirties, write if you get work!

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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July nineteenth, 1971.

HOW MUCH DO FILMS COST THESE DAYS?

That's a question we get a great deal. Sometimes people ask, "What's a film worth per minute?", to which I usually reply, "What's a girl worth per pound?" It all depends on that girl -- and that film.

Always our first job is to get the specifications from you. Then we can tell you the budget league. We've made films for a few hundred dollars per minute, and films for several thousand per minute. This year we've worked on four-figure budgets and six-figure budgets -- depending on the specs we were given.

What are the main factors which control costs? Well, there's the complexity of research and scripting, the number and distance of locations (one film was all shot in our studios while another was shot on four continents), the running time, the size of the lighting set-ups, whether shot in 16 or 35mm, actors or narrators, animation sequences, original or existing music, and language versions.

We make some films under $10,000, quite a few in the $20 - 30,000 bracket, lots in the $30 - 50,000 and a number of pictures with a budget of $75 - 100,000 and up. These prices compare very favourably with the $32,000 average cost of a one-minute TV commercial as found in the just-released study by the Institute of Canadian Advertising.

For these figures to be really meaningful, phone or drop us a line and we'll send you a copy of our Motion Picture Specifications Outline. When you fill it out we can tell you promptly the budget required to do the job you have in mind.

One final note -- sometimes we recommend a slide film in cassettes, or a multi-screen show, or a carousel show, or an animated film with simple graphics, or cartoon or plasticine animation. After all, we're custom producers and it costs no more for the best and it costs nothing for a quotation. Want one of those Spec Outlines?

FOR RETENTION OF YOUR MESSAGE, USE AUDIO/VISUAL

Students retain more of what is taught if more than one of the senses is involved in the teaching-learning process. The spoken word is remembered longer and is more accurately recalled if it is reinforced by visual and audio aids. Research conducted by Socony Vacuum Oil Company shows that we retain 20% of what we learn through hearing; 30% of what we learn through sight; 50% of what we learn through a combination of hearing and sight.

-- from "Monday Morning", Canada's magazine for professional teachers.

ITEMS OF VITAL INTEREST TO SOMEONE

Congrats to Tom Glynn, my fellow Veep here, re-elected National President of the Association of Motion Picture Producers & Laboratories of Canada. Tom is the fourth Crawley type to head this 70-member company association -- the others, F. R. Crawley, Charles Everett and the writer of this little family journal . . . when the National Arts Centre held their Festival of Canadian Travel Films, they featured two by Crawleys -- CANADA AT 8:30 (the story of the performing arts across the country for Volkswagen Canada) and MOTION (the 70mm short for CN, originally produced for their pavilion at EXPO '67, and which Warner Bros. reports has already had 1,392 bookings in the theatres of the U.S. and Canada) . . . no less than 41 different universities and colleges across Canada now offering one or more courses on various forms of film . . . in a recent survey on the most-needed subjects for public service films, Ecology led all the rest . . . we're just back from Vancouver seeing many old friends (and clients) at the annual convention of the Canadian Public Relations Society, and now we're looking forward to the August convention of the Institute of Association Executives.

THE CINEMA

The cinema is part of contemporary life. It exerts a strong influence on education, knowledge, culture and leisure. The artist finds in film a very effective means of expressing his interpretation of life, and one that well suits his times.

The improvement of techniques that increase audience-participation and the general availability at low cost of filming and projecting equipment, presage an even wider use of films in the future. Because of all this, it is possible to derive a deeper appreciation and a richer cultural dividend from the film and filming.

-- from the Document on Mass Media, Vatican Council II.

TAKE FIVE

When you are having one of those days, just remember that even a stopped clock is right twice a day . . . overheard at a convention: "She was going to join Women's Lib but her husband wouldn't let her" . . . I'm tired of reading about Robin Hood robbing only the rich -- even as a boy the reason occurred to me -- the poor didn't have any money . . . ever think that the biggest difference between men and boys is the cost of their toys? . . . the cigarette companies are having a tough time spending their advertising budget. One is planning to produce its own Western. They're calling the hero Phil Terr -- and he'll have the smoothest draw in the West! The female lead will be great for a hoss opera -- she's .45 - .22 - .38 . . . and some of the night clubs are in tough shape too. We phoned one the other night and asked what time the show went on. "What time can you make it?" was the reply . . . and here's a tip for all young men -- if you want to know how a girl will treat you after marriage, just listen to her talking to her little brother . . . and that supermarket war -- I know a housewife who went in with 16,000 green stamps and they made her a partner . . . finally, here's a Conservation Thought: Why can't we just take some ordinary cranes and teach them how to whoop? . . . have a pleasant summer and come back relaxed and ready to work with us on a new film for your organization.

Cordially,

Graeme Fraser

Graeme Fraser

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commentary

November nineteenth, 1971,

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HOW'S BUSINESS?

As you move around the country that's one question that gets asked a lot.

When someone tells us their business is bad, we try to be positive. After all, we're here to help make business better. We make films that create and build new markets at home and abroad, create new public understanding of corporations, industries, associations and governments, films that train staff, raise funds, solve corporate communications problems of all kinds.

How are we doing?

Well, not badly. And as usual, variety is the keynote.

In the last few months we've completed a series of fifty short films for the CBC called WHAT ON EARTH, plus films for the Council of Forest Industries of B.C., Memorial University in St. John's, Canadian Pacific, Hoffman-Laroche, Noxzema, British Newfoundland Corporation, Canadian Hospital Association, Johnson & Johnson, Volkswagen Canada, Tea Council of Canada, Silva Compasses, Canadian Council of Professional Engineers, OECA, Red Cross, Rio Algom, Raytheon Canada, Department of National Health & Welfare, Metropolitan Toronto and Region Conservation Authority, Industrial Accident Prevention Association, plus many smaller assignments (recording, editing and sound services).

Presently we are producing for Kodak, Alcan, Seagrams, Ducks Unlimited of Chicago, Bulkley Valley Forest Industries (B.C.), Industrial Development Bank, Unemployment Insurance Commission, Carleton University, V.O.N., Hudson's Bay Company, Industrial Acceptance Corporation, Canadian Export Association, Westwood Pharmaceuticals, Oceanographic Survey of the Bedford Institute in Nova Scotia, Churchill Falls Corporation, Industrial Accident Prevention Association, Letter Carriers Union, Dept. of The Environment, and the Canada Safety Council.

In the works we have a pilot for a children's television series. Also shooting in Corner Brook, Newfoundland, a theatrical feature, THE ROWDYMAN, with Gordon Pinsent (Quentin Durgens, M.P.) playing the lead, and with Budge Crawley as Executive Producer and Tom Glynn as Production Manager.

Of the 25 largest corporations in Canada, 23 have selected Crawleys as their film producer. At the same time we've worked for a tremendous number of small, growing companies, for dozens of government departments and for more than 100 different associations.

At Crawleys we live a varied, interesting and sometimes exciting, even frustrating life. Many of our custom-produced films do their bit in helping to solve some pretty important communications problems.

So whenever you have problems in communications (and who hasn't these days?) remember that it costs no more for the best, it costs nothing for a quotation, and "Crawleys is a Sight and Sound Investment".

QUOTES FROM RECENT CONVENTIONS WE'VE ATTENDED

The biggest job of the future is getting your story to the public and getting them to believe it . . . the greatest problem with communications is the illusion that it has been achieved . . . we talk at 125 w.p.m. but think at 500 . . . Our Effluent Society . . . Pollution is really one of our easiest problems . . . the true revolutionaries of the future are not the Abbie Hoffmans -- they are the innovative managers and professionals . . . 36% of our GNP now goes to government -- by the year 2000 it will be over 50% . . . "We have met the enemy and he is us" -- Pogo.

TAKE FIVE

The aerospace people have discovered what I've known for years -- the closer you get to an attractive body the higher must be your rate of speed . . . if Moses had had a Committee, a Commission, a Task Force and a White Paper, the Israelites would still be in the wilderness . . . a friend from Alaska: "Those Texans -- if they keep it up we'll split Alaska in two and make Texas the third largest State" . . . these days there are three kinds of boys -- the handsome, the intelligent and the majority . . . for most people insomnia is not serious, so don't lose any sleep over it . . . and how about that remark I heard in a Washington club -- "the trouble with the United Nations is that there are too many foreigners in it" . . . the African National Geographic Magazine is sending a photographer to America to get shots of topless waitresses . . . "Mirror, Mirror on the wall, who's the fairest one of all?" and the Mirror answered her, "An Albino, you dope!" . . . three weeks ago she learned how to drive the car -- last week she learned how to aim it . . . the way I figure it, the happiest man in the world must be Mr. Abby . . . knew a chap who was so active that five years after he died, his self-winding watch was still running . . . Some people are born losers. There was a real hard-luck guy and ten of his friends decided to help him out by holding a raffle and letting him win. They gave him ticket number 4, and made all the tickets number 4, put them in a hat and let him draw. He sticks his hand in the hat and pulls out 6 7/8.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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December thirteenth, 1971,

COUNCIL OF THE FOREST INDUSTRIES OF BRITISH COLUMBIA
1055 West Hastings Street, Vancouver 1, Canada

Dear Graeme:

A brief note of unsolicited testimonial on your production for us of "NEW FORESTS FOR OLD".

There is little doubt in our minds - and certainly none in the mind of the harassed distributor, Jim Bacchus of Canfilm Ltd. - that "NEW FORESTS FOR OLD" is something of a runaway smash on the school, industrial audience, service club, and even general audience circuits.

For instance, after preliminary showings to teachers, Canfilm recorded 250 bookings in the first three weeks of this school year! Forest industry audiences, liable to be the most critical of all, declare the film "excellent", "the best we have ever seen", "well done, has in it exactly what we want to say".

Perhaps an excerpt from the most recent newsletter to our members might tell the story just as well: "Queried as to distribution patterns for Council's new film, our distributors declared: 'Distribution? It's like trying to stop an avalanche with a broom. . .' The Canfilm president stated that he faced a crammed schedule of showings 'for the next three years - and we haven't even touched the Vancouver school district'."

Television exposure has been good too, with Vancouver and Victoria local stations taking complete showings. CBC-TV has videotaped the film for a future show.

Yours sincerely,

F. H. MOONEN,
Vice-President, Communications.

KODAK TEENAGE MOVIE AWARDS

It was a rare privilege to visit Rochester as the first Canadian judge (the distinguished panel was from New York to Los Angeles) for the annual Kodak Teenage Movie Awards. This year there were 1075 films entered from teenagers (including a 6 year-old!) in 44 States and four Provinces. More than two-thirds of the films had a sound track. Whether on 8mm, super-8,or 16mm,animation or live action, all the 50 finalists were excellent, and gave us a real picture of how North American kids are thinking these days.

Hope to see many more Canadian entries next year. Entry forms (no charge) are available from any Kodak dealer. Making films is now a real bag for many thousands of teenagers and many high school classes, and some of these talented kids will be making their mark in the film industry in the years ahead.

PRESENTATIONS ON SPEC

Most film sponsors select a producer on the basis of his experience, his production team, his facilities and his financial stability. They may look at some of his recent films and may consider his list of clients and the number of awards he has won.

A few ask for speculative presentations from a number of producers. "Don't write a full script, just give us a story outline". The cost of researching and writing such a presentation can run into many hundreds of dollars. One sponsor approached so many producers that we figured the film industry spent more on spec for him than the total budget of the film.

Good writers and producers are scarce. No one likes to present a half-baked idea. So real time and talent are consumed and this practice simply increases the cost of all films.

We hope you'll choose your producer on the basis of his record, agree on the primary purpose and primary audience of your film, and work closely with him to ensure a truly effective and economical presentation.

TAKE FIVE

The meek shall inherit the earth, if they're not careful . . . remember that man who spent his time engraving the Lord's Prayer on the head of a pin? Well, he's now making a good living painting in the third figure on the signs showing the price of gas in front of service stations . . . nothing improves a joke more than telling it to your employees . . . to every human problem there is always an easy solution -- neat, plausible and wrong . . . today's trying times will be the good old days of tomorrow . . . worst pun -- big railroad wreck in France -- someone asked the engineer what happened. He shrugged: "Too loose, la track" . . . between dogma on one hand and skepticism on the other, there is our way -- open-minded uncertainty . . . these days some kids can't tell riot from wrong . . . "it's not very reassuring", said one three-year-old to his friend, "to think you may be here because your mother forgot to take a pill" . . . overheard at a cocktail party: "His mother and father were cousins and that's why he looks so much alike" . . . Some celebrate with Christmas cheer, Make resolutions for the year, Decorate with lights and greening -- Some remember the true meaning, Think about that ageless manger, And help a very lonely stranger. Whether you help or deck with hollies, A warm wish from all at Crawleys.

Merry Christmas!

Graeme Fraser

Graeme Fraser,
Vice President.

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February seventh, 1972.

FREE SPONSORED FILMS ON TELEVISION

Many companies, associations, institutes and government departments have been taking advantage of the tremendous need for Canadian Content on TV - now 50%, rising to 60% next year. Virtually all of Canada's 73 TV stations and 333 cable TV systems use free sponsored films.

After all, 97% of Canadian households have TV, 20% have color, 25% have cable. The average TV reach of adults is 84% while the average daily viewing of adults is four hours!

TV stations have always used free films but never to the degree they do now. Plus ça change, plus c'est la même chose. One large station asked to look over our production schedule -- they needed 13 x 1½ hours of free films!

The specs for free films on TV are very simple. They should be Canadian Content (produced by Canadians), free, in color, not too commercial, a reasonable TV length (between 10 and 27 minutes) and of interest to the general public.

Many of our films rack up tremendous audiences on television. A pair for the Pharmaceutical Manufacturers Association have between them had 453 free telecasts to a total of 14,500,000 Canadians. Six of our films for Imperial Oil have had 800 telecasts to 22,000,000. A film for Canada and Dominion Sugar has been telecast 117 times to 4,800,000 people. And if you are going after a North American audience, our ABITIBI has been telecast 1,034 times without charge to a total audience of 35,750,000.

All of these films are still in active distribution. All are also being screened by schools, service clubs, business clubs, women's groups and community groups of all kinds. For instance, our OFFICE OF THE PRIME MINISTER for Manufacturer's Life has already been programed by more than 5,000 schools and other groups, to a total live audience of more than 260,000.

So many people see a good sponsored film these days that the cost for production, prints and distribution is often one or two cents per head -- for each person who pays attention to your affairs for up to half an hour -- with the combined impact of picture, motion, color, sound and drama.

So when you've a story to tell the people, let's discuss the possibilities of the right motion picture for you. CALL CRAWLEY'S. Ojay Reynolds in Toronto, Henry Strub in Montreal, Marg Aitken* or me in Ottawa, Budge Crawley or Tom Glynn. Between us we cover Canada -- and abroad. Right now we are producing seven films for the United States government and perhaps we should be doing the next one for you.

*Note: Since our last Commentary, Margaret Marshall has become Mrs. Hugh Aitken - our congratulations to Hugh and best wishes to our Marg.

WHAT'S CANADA'S BEST KNOWN FILM?

Always used to think that the record for the largest number of prints of any Canadian film was held by our old classic, THE LOON'S NECKLACE. After all, we produced it 25 years ago and still sell 200 prints a year. (Want one?)

So I checked with Glenn Robb, Manager of our lab, Graphic Films. Glenn said, "Oh, no, the record is held by the C.B.C. butterfly, which opens and closes every C.B.C. show on every C.B.C. station." Graphic has proudly produced all of these quality control prints and Glenn estimates that since the beginning of color television in Canada, he has printed 55,000 of these little trailers!

ITEMS OF INTEREST TO SOMEONE

Crawleys is Canada's leading producer of sponsored films - but we do not distribute sponsored pictures. If you are looking for films for your programs, ask us for our "Directory of Sources of Free 16mm Sponsored Films" - our Directory is a service to sponsors and it's free to them and to you...recent survey of TV news directors reveals that they prefer 60-second newsclips, although 30-second clips are also popular. In order of popularity of subject material--sports, business news, women's interests and public service...our lab has an inexpensive service of cleaning and repairing your films--some sponsors send us in their whole library annually--ask for details...the Canadian Education Association has formed a new co-ordinating and information body called the Canadian Education Media Council...there are more federal and provincial servants located in Toronto than in Ottawa...if you are in export, did you know there exists an international organization to distribute your 16mm films to audiences world-wide? We can put you in touch... if your group is interested in the performing arts across Canada, book CANADA AT 8:30 from Volkswagen Canada (distributed by Modern) -- federal government departments have ordered 83 prints of it for use abroad....

TAKE FIVE

In Florida last month, we were at a night club where the main act was a man sawing his wife in half. Evidently he had been out late the night before and his eyes and his hands were shaky and an accident took place on stage that night. Now his wife is in the Miami General Hospital in rooms 308 and 309...nothing is quite so annoying as to have someone go right on talking when you are interrupting...the reason it is so difficult to make ends meet these days is that someone is always moving the ends...cancer cures smoking--permanently...Rochester is pushing a new cocktail called the Instamatic -- one shot and you're loaded...it was Joe E. Lewis who said: "You're only young once and, if you work it right, once is enough"...and how about the hotel guest who gets a call from the house detective? "Are you entertaining a woman in your room?" the detective asks. "Just a minute," responds the guest, "and I'll ask her"...a city is where they cut down trees and then name streets after them...there's a standard joke in Ottawa among political press secretaries: "Our opponents accuse our boss of being wishy-washy. Well, maybe he is and maybe he isn't"... and remember--we pass this way but once, so don't forget to take your personal belongings off the overhead rack.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

YOUR MISSION, IF YOU DECIDE TO ACCEPT, IS TO ENSURE THAT CRAWLEYS MAKES THE NEXT FILM FOR YOUR ORGANIZATION. THIS LETTER WILL SELF-DESTRUCT IN FIVE SECONDS.

H-105-5 c.2

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crawley commentary

June twenty-sixth, 1972

"THE ROWDYMAN"

Not very often this newsletter recommends a theatrical feature. But you simply must see THE ROWDYMAN, a rollicking, fun-filled Canadian drama shot entirely in Newfoundland.

Written by and starring Gordon Pinsent (Quentin Durgens, M.P.), produced by Lawrence Dane, directed by Peter Carter. F. R. Crawley was Executive Producer -- Tom Glynn was Production Manager. Watch for it at your local movie house and demand that it be held over for another week!

WHAT! NOT MORE AWARDS!

CENTRALE NUCLEAIRE DE DOUGLAS POINT for Atomic Energy of Canada, has won the first prize and gold plaque of the International Engineering Film Festival in Barcelona. EYES and FEET, two safety films for Industrial Accident Prevention Association, both won awards at the International Labour and Industrial Film Triennial in Brussells. THE SNOWGOOSE AND THE MOSQUITO, a co-production here with O.E.C.A., has won a coveted Ohio State Award as "a classic of educational production for network television". That's 192 film awards for Crawleys. I may be immodest but how else would you know? Now as to your next film . . .

And speaking of awards, Systems Dimensions Limited, the big computer service organization, was awarded the Design Award for the best exhibit at the Canadian Computer Show in Montreal's Place Bonaventure. The SDL exhibit had as one of its central attractions a twin-screen audio-visual cartoon presentation developed by Crawley Films and utilizing an original Moog synthesizer score.

YOUTH TURNED ON BY FILM

The Canadian Film Institute has published a Guide to Film Courses in Canada. No less than 71 Canadian colleges and universities are in the book.

FILM MEDIUM BOOMING IN CANADA

Latest figures from Statistics Canada reveal gross revenue of film production up 36% over previous year. Film laboratory revenue was up 19%, as they printed 113,000,000 feet of film!

STAYING AHEAD AT CRAWLEYS

Bill O'Farrell, after 24 years of solid experience at Crawleys, becomes Vice-President, Production . . . Henry Strub, our valued Manager in Quebec, has moved his office to 59 Columbia in Westmount (993-3642) . . . Herb Taylor, one of Canada's best-known director-cameramen, takes his production background with NFB, CBC, Bushnell and Crawleys (free-lancing) as he joins our full-time staff in Toronto, where he will work with Toronto clients to initiate new production while continuing to shoot and direct for us . . . when TAKE ONE, the Canadian Film Magazine, did a filmography on women as film directors, they found that our Sally MacDonald had directed the most films -- including pictures for Alcan, C.G.E., Fiberglas, Fenco, Tower, Manitoba, United Aircraft, Pharmaceutical Manufacturers Assn., etc. . . . we have now set up our own Theatrical Distribution Division at 93 Yorkville in Toronto managed by Harvey Hunt, who for many years was in charge of film buying for Odeon Theatres.

TAKE FIVE:

When in charge, ponder. When in trouble, delegate. When in doubt, mumble. Then refer the whole problem to a co-ordinating committee for review . . . in case of a power failure, just have everyone raise both arms. Why? Because many hands make light work . . . not too concerned about pollution until we spotted a blue bird in the garden, only to find it was a robin holding his breath . . . as a general rule, anything that is shouted or whispered is not worth listening to . . . now, while you think of it, call the school and make sure that next year Junior gets in the half of the class that uses Crest . . . the secretary was told she was being let go because of too many lapses of memory -- actually it was too many memories of lapses . . . there is much evidence to prove immortality -- take crab grass for instance . . . when recycling really catches on, having garbage will be patriotic . . . it was Joe E. Lewis who said that he felt sorry for people who don't drink because when they get up in the morning that's as good as they're going to feel all day . . . and it was Henry Youngman who said, "You certainly have a ready wit. Let me know when it's ready" . . . if nobody knows the troubles you've seen, you have a pretty good PR man . . . in the immortal words of Archie Bunker, "America is the greatest nation because it has the grossest national product" . . . but in a Vancouver classroom a six-year-old was asked, "What is the capital of Canada?" and he replied, "Mostly American". Have a happy, happy summer --

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

H-105-5 c.2

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August seventh, 1972

SOME NEW FILMS FROM CRAWLEYS

Another breakthrough. We've just delivered a series of seven animated training films on WORK SIMPLIFICATION (through General Electric in Philadelphia) for the United States Army! And we're now at work on another animated series for the U.S. Government, RULES OF THE NAUTICAL ROAD.

Businessmen will be specially interested in JOURNEY TO POWER, our fourth film for Churchill Falls, a theatrical short subject on one of the world's largest power developments; IDB, for the Industrial Development Bank, which shows what the Bank can do to help the business community; the award-winning two-screen slide presentation for Systems Dimensions, the big computer firm; LOGAN LAKE, an annual report film for Rio Algom.

Two new films for universities. CHILD BEHAVIOUR EQUALS YOU for Carleton University and the Vanier Institute shows through cartoon animation a simple system of reward and punishment for parents in controlling the behaviour of children of all ages -- distribution through NFB. ELEVEN DAYS is a film on social work services which can be rented or purchased from the sponsor, the Department of Social Work, Memorial University, St. John's, Newfoundland.

Associations continue to make up a large part of our business. EXPORTS - WHO NEEDS EXPORTS?, for the Canadian Export Association, is designed for schools and television to dramatise how vital to Canadians is our export trade. RESERVED FOR YOU is a new animation picture for the Canadian Construction Association. You'll see new promos on television for the Canadian Forestry Association (forest fire prevention), the Canada Safety Council (bicycle safety), the Department of National Health & Welfare (smoking and health), Victorian Order of Nurses (their 75th anniversary), and the Canadian TB and Respiratory Disease Association (Christmas Seals). Many of these spots are animated.

We've produced language versions of many of our films (as many as seven of one picture) but a new departure is Mandarin versions of MULTIPLICITY (CP), and the STORY OF MEAT IN CANADA (Swift), for the Canadian Trade Fair at Peking.

There's the ARCTIC VOYAGE OF THE RESEARCH VESSEL "HUDSON" for the Bedford Institute of Oceanography in Dartmouth, Nova Scotia. There's A MATTER OF JOB PROTECTION, a new training film for the Letter Carriers Union, which uses our new and unique table top system. There's a special film for the 50th anniversary of R. L. Crain.

In various stages of production now are interesting films for Alcan, The Bay, I.A.C., Kodak, Brinco, Westwood Pharmaceuticals, Brascan, Acres, Imperial Oil, (up-dating four of our classics for them) Telesat Canada, Department of National Defence, Department of Industry Trade and Commerce, Department of Energy Mines and Resources, Ontario Forest Industries Association, Bangay Tourist Attractions of New Brunswick, Canada Safety Council, Canadian Medical Association, Metropolitan Toronto Regional Conservation Authority, Ducks Unlimited of Chicago.

It's a busy summer, but we're starting to book new production for the Fall and Winter. For you?

MEMO TO VANCOUVER

We'll be at the Bayshore for a while starting August 13, (taking part in the national convention of the Institute of Association Executives) so phone, wire or write if you'd like to discuss any film production possibilities. I would!

TAKE FIVE

Still love that story of the two small town drunks visiting Toronto. One goes down into the subway by mistake. Comes up the other entrance and his friend is waiting for him. The waiting drunk says, "Where were you?" The other one says, "I was in some guy's basement. Has he got a set of trains!" . . . an ad in a Washington paper -- "Young man, Democrat, would like to meet young lady, Republican. Object: Third party!" . . . ten years ago a lot of us dreamed of earning the salary we can't get along on today . . . "Use our easy credit plan -- 100% down, nothing to pay each month" . . . and how about the careless secretary who dropped her birth control pill into the Xerox? It wouldn't reproduce for a month . . . Opera -- where a guy gets stabbed in the back, but instead of bleeding, he sings . . . Middle Age -- when you know all the answers but nobody asks you the questions . . . Oral Contract -- not worth the paper it's written on . . . Intellectual -- a guy with a lot of knowledge no one is willing to pay for . . . say, what do you send to a sick florist? . . . it's always easy the night before to get up early the next morning . . . but the amount of sleep required by an average adult is about an hour more . . . honest, there's a sign on a West Virginia highway: "When this sign is under water, road is impassable" . . . remember when we all worried that a war would start by accident? Now it looks like that may be the only way to end one . . . I've done so much after-dinner speaking in the last few years, all I have to do is see a slice of roast beef and I start feeling for my notes . . . with the election coming closer we're being invited to those $100 a plate dinners. $100 a plate! I can't even pay my dentist that much! . . . ever wonder what is the world's most promising career? It's political speech writing. And what's your favourite one-liner for these hot summer days?

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

P.S. I'm getting tired of all that equal opportunity for women jazz. To see if other employers are as equal-opportunity as we at Crawleys, I applied for twelve jobs in Ottawa, Toronto, Montreal & San Francisco. I met the basic qualifications but was turned down every time. There simply must be discrimination involved when 12 topless clubs turn down an applicant with a 44 inch chest measurement.

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October second, 1972,

COSTING A FILM

No one has said it better than John Ruskin (1819-1900): "The common law of business balance prohibits paying a little and getting a lot. It can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better."

There is no mystery in costing a film. We base our budget on what you indicate you wish to spend. Although we may sometimes say your figure is too little for the job to be accomplished (and the specifications you give us), or even that your figure is more than necessary to do the job right, we tailor the production to your budget.

It's the tailoring that counts, and it varies from producer to producer. Not so much the technical tailoring, where standards of competence are generally high these days and costs of services fairly uniform (although we do have the advantage here in having everything from scripting to release prints under one roof and one Quality Control), but in the general handling of the film project.

The difference here is the difference between understanding and responding to the client's stated needs and just paying lip service to them; between imaginatively engaging oneself in the subject and treating it superficially or lifelessly; between working the film material to the point of maximum yield, and merely joining it together in an acceptable fashion. Things like this are hard to put a price on, but make the difference between a good and bad film investment.

Frankly, you will find here a number of bright, young, creative writers, directors and animators combined with the solid experience of those who have been with Crawleys for many years and who have had a hand in the making of more than 2000 films for a wide variety of clients in every part of Canada and abroad. Their ability to interpret the client's message and creatively translate it into an effective film has brought more awards to Crawley than any other business film producer in North America.

Being Canada's largest and most experienced production company isn't enough to coast on. What counts is being progressive longer than any other.

In terms of a business film, your box office is new markets, larger sales, keener staff, and a climate of understanding and acceptance in your customer relations, your government relations, your financial relations and your public relations. Our job is to see that each film we make pays off for you at that box office — and it costs no more to entrust your film project to a quality house. Wow! Try us.

CRAWLEYS AND THE LAND

At the huge International Geographical Congress (2200 delegates from 75 nations), no less than six Crawley productions were selected for screening, while no other producer (except of course the NFB) had more than one film selected.

Our films were PERPETUAL HARVEST (MacMillan Bloedel), MERCHANTS IN A CHANGING LAND (Hudson's Bay Co.), POWER IN PERPETUITY (Churchill Falls), OTTAWA - REFLECTION OF A NATION (National Capital Commission), WHALEHEAD (CBC) and TIDES OF FUNDY (in association with the Nova Scotia Film Unit).

THEATRICAL FEATURES IN 16MM

Crawleys Distribution Division, handling such films to the theatres as the popular ROWDYMAN (seen it yet?), now has a selection of feature-length movies in 16mm for film societies, universities, clubs, etc. Average rental fee is $75.00. If interested, write for a catalogue from Crawley Distribution, P.O. Box 580, Postal Station 'F', Toronto 5, Ontario.

TAKE FIVE

The way things are going in the Public Service, they are now advertising for a Francophone negress computer programmer . . . Australian stock market tip: Buy sheep, sell deer . . . and how about the upstairs maid who has real troubles -- ranch houses for one . . . we had a sparkling conversation last night. He said, "Change the channel!" and I said, "Do it yourself" . . . you may have to read my new limerick aloud: Playing bridge with some chaps from our Co., I found I was unable to tro., To checkers I switched, but I was still bitched, I now found that I couldn't jo.! . . . inflation is getting worse. Saw a sign in a supermarket -- "Express Lane. $30 or less" . . .when the time eventually comes that everyone has a Ph.D., the last garbageman will make a fortune . . . it has now been proved beyond doubt that smoking is one of the leading causes of statistics . . . the horse I bet on was from Greenwich Village. When the jockey hit him with the whip, he turned around and smiled . . . some favourite definitions: Teutonic -- not enough gin. Copper nitrate -- policeman's overtime. Crick -- shutter noise of a Japanese camera. Pink elephant -- a beast of bourbon . . . a real conviction is that splendid quality in ourselves that we call bullheadedness in others . . . This Month's Health Hint: the way to clean your teeth is exactly the way you do it on the morning of a dental appointment . . . from a friend of mine who's been taking his wife to all the football games this year: "I regret to say the only thing she's learned are the words of "O CANADA" . . . and his golf game has gone to pot. Just the other day he lost three balls. And he was putting at the time . . . let's close with my favourite one-liner from Mark Twain: "Always do right. This will gratify some people and astonish the rest".

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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December fourth 1972

FREE SPONSORED FILMS ON CANADIAN TELEVISION

Just released is an important survey of the use of free films on TV, and you can obtain a copy from Modern Talking Picture Service, 1943 Leslie Street, Don Mills, Ontario. Two-thirds of Canada's stations participated, a very valid sample.

Most stations use free films 1 - 2 hours each week (this is around 200 films a year), but some use them 3 - 6 hours weekly. A fifth of the films are shown in prime time, two-thirds in class B time (noon to 6 p.m.).

Subjects required in order of preference: Travel, Sports, Environment, Consumer Information, Science, the Arts, Women's Programs, Youth, Farm, Industry, Public Service. A solid 76% of the respondents said that "Canadian Content" is essential or greatly preferred. Another 17% said preferred.

The half-hour program is slightly preferred over the quarter-hour, but two-thirds also asked for short 3 - 5-minute fillers. Most said they could also use odd TV lengths, such as 22 minutes.

To the query as to how free films could best be improved, the stations answered with, Less Commercialism, More Human Interest. Other replies: Humor, Stories, Star Names, More Information, Production Quality. 80% prefer 16 mm films, only 8% asked for videotape. 61% are interested in receiving 30 or 60-second public service announcements, while 50% asked for newsfilm (60 or 30 seconds).

CANADA'S BEST

At the annual Canadian Film Awards, pleased that our animated production CHILD BEHAVIOUR EQUALS YOU (for Carleton University and the Vanier Institute of the Family) was selected as the Best Educational Film of the Year.

Good to have Gordon Pinsent chosen as the Actor of the Year for his portrayal of THE ROWDYMAN, the theatrical feature with which we were involved and which has been playing so successfully across Canada.

Larry Crosley, our Director of Music, won the award for Best Music Score for our JOURNEY TO POWER, for Brinco. This film is now playing Canada's theatres as a short, and David Willock, Brinco's Director of Public Relations, passes on a letter he just received from Toronto.

"I would like to congratulate you on the film JOURNEY TO POWER. Saw it Saturday night, as the short to the feature DELIVERANCE. At the end people clapped. Only saw that reaction at Expo. Film was well edited using the delivery progress of a transformer as the basis for the development of the project to power going on stream. Music seemed like a successful adaption of the James Bond moods for dramatization of the project's scope. Almost unreal."

And word has just come in that JOURNEY TO POWER has won the Silver Medal for Industrial Films at the International Film & TV Festival in New York!

TAKE FIVE

Housewife on telephone: "Come quickly, our house is on fire!" Fireman: "How do we get there?" Housewife: "Gee, don't you have your red truck anymore?"... And I love those Good News/Bad News lines. Current favourites - Good News: I finally got the mink coat I said I'd do anything for. Bad News: I can't button it. First the Good News: The rope we were going to use to hang you was found to be defective. Now the good noose .... foreign visitors baffled to find that our rush hour is the hour you sit in your car waiting to move five blocks ... statistics prove that very few people die after 90 .... it is well, when judging a friend, to remember that he is judging you with the same godlike and superior impartiality .... Mark Twain was once cornered by a melancholy man who was always up on latest accident and death statistics. "Mr. Clemens, do you realize that every time I breathe, an immortal soul passes into eternity?" "Have you ever tried cloves?" asked Twain .... Class reunion: A time when old schoolmates get together to find out who is falling apart .... all radio announcers must have small hands - wee paws for station identification .... these days in Canada, politics is the art of the passable ..... definition of a logarithm - a lumberjack song ..... and a doctor was examining a pretty young girl who had a chest cold. "Now then", he said, raising his stethescope, "Big breaths". "Yeth thir", she said proudly, "and I'm only thirteen!" ..... He who laughs - lasts .... and a wonderous Christmas season to you and to yours from all of us at Crawley's!

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

P.S. You won't believe this (I don't) but this little newsletter, which I've been writing for 25 years, has just won the Canadian Public Relations Society's top Award for Best Corporate Publications.

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January twenty-second, 1973

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CANADIAN PACIFIC

Mr. Graeme Fraser
Crawley Films Limited
Ottawa K1Y 3B5, Ontario

Dear Graeme:

You will be interested in the rather unusual and very successful distribution experience which we have had with MULTIPLICITY, the half-hour motion picture produced for us by Crawleys.

This film had a dual purpose - to serve as an educational guide to employees outlining the new corporate organization of Canadian Pacific, and to portray to the general public the nature of the overall Company operations in the field of transportation and resource development. Into one film it brought together CP Rail, CP Ships, CP Air, CP Transport, CP Hotels, CP Telecommunications, and various activities of CP Investments.

The film had its premiere at last year's annual meeting of Canadian Pacific in Montreal. We then ordered about 100 prints, in English and French, and in 35 and 16mm. Half were distributed to every branch of the Company and the balance to Modern Talking Picture Service, Department of External Affairs, Department of Industry, Trade & Commerce, and some special outlets.

The audience already exceeds 3,800,000 and the film is still in constant use within the Company and is being progressively shown to outside audiences.

While the major showings have been in Canada, the film has been viewed in many important centres in the United Kingdom, Europe and other countries. For instance, it has been screened at Gothenburg, Aarhus, Lake Como, Hamburg, Bremen, Dusseldorf, Paris, Munich, Frankfurt, Stuttgart, Antwerp, Glasgow, Birmingham, Leicester, London, Lisbon, Rome, Santiago, Buenos Aires, Athens, Madrid, Tel Aviv, Mexico, Tokyo, Honolulu, Rio de Janeiro, Malaysia, Tanganyika, Sydney, Brisbane, and it ran at MAN AND HIS WORLD.

It was shown daily in January by the BBC in London, and is still being seen on the BBC who use it as their test pattern!

It shows a cross-section of modern transportation and resource development techniques in Canada. The film has been well received by audiences throughout the world, and has provided both employees and the general public with a better understanding of the role of transportation in the highly competitive and expanding world economy.

Warmest regards.

D. B. WALLACE
General Manager
Public Relations and Advertising
CANADIAN PACIFIC

BUDGE CRAWLEY'S 60?

To keep you in touch with our life and times I'm enclosing a recent profile article on our Glorious Leader. Thanks to Canadian Photography for permission to reprint, to Dean Walker for his usual accurate reporting, and to you for reading it.

TAKE FIVE

Well, Christmas is over. That's the time of year when you get a visit from that fella with the long beard and funny clothes - your son is home from college ..... The U.S. has rented Juan Peron's villa in Spain, now that he's back in South America. They felt it might be useful to accommodate Thieu, if he has to leave Saigon in a hurry. It's an economy move - to see if Thieu can live as cheaply as Juan can ..... Once went hunting lions with nothing but a club. Wasn't scared, though. There were 75 of us in the Club. Besides, it was a Lions Club ..... No airliner has yet been blown up when two passengers were carrying bombs. So play safe. Carry your own bomb ..... With all those sky-diving hijackers, stewardi are now asking, "Coffee, tea or silk?" ..... Did it ever occur to you that if you make a list of the reasons why people marry and get divorced, most of the lists will overlap? ..... Agent to Writer: Good News: Paramount loved your script, absolutely ate it up. Bad News: Paramount is my cocker spaniel ..... And how about the glass blower who inhaled and got a pane in the stomach? ..... Or the convicted architect who discovered that prison walls were not built to scale? ..... The Age of Disillusionment is when you first realize that the guy who writes the clever TV commercials for banks is not the same one who grants the loans ..... The closest most people ever come to reaching their ideal is when they write their resumés ..... And every real man has three secret wishes: To out-smart racehorses, women, and fish. Write if you get work.

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

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March fifth, 1973

WHAT'S THE COMPLETE COST OF A FIVE-YEAR FILM PROGRAM?

It is difficult to average film costs. Every film we do has a completely different set of specifications and therefore a different budget. But we've been asked the question. Based on a number of case histories, here's our reply.

We start with a few assumptions. The film runs 27 minutes and has a production budget of $45,000, including French and English language versions. The client uses a professional distributor and asks that the film be shown frequently on free public service television (Canadian content), and to key community groups of all kinds. A five-year program might look like this:

Production in French and English	-	$45,000
Printing materials and prints	-	5,500
Distributor - 3,000 community showings	-	14,250
- 200 telecasts	-	4,000
Five-year cost of production, prints & distribution	-	$68,750
Cost per year	-	$13,750
Total audience reached - 7,300,000 - so cost per head for half an hour's attention to your affairs	-	.0094

LESS THAN ONE CENT PER PERSON REACHED! LIKE TO DISCUSS?

CRAWLEY CLIENTS - FROM WHENCE COMETH?

Crawley clients come from every Province, from the United States and abroad. They can be broken down into three general types - Corporate, Association and Institute, Government.

Looking over our current Production Sitrep, I see that in the last few months we have completed films for Alcan, Brinco, Kodak Canada, Imperial Oil, MacMillan-Bloedell, Steinberg's, and Westwood Pharmaceuticals. At the same we've delivered motion pictures or A/V presentations of various kinds to the Automotive Industries Association, Canadian TB & Respiratory Disease Association, Ducks Unlimited of Chicago (that film starred the inimitable Bing Crosby), Letter Carriers Union, Loyola, Metropolitan Toronto Regional Conservation Authority, Ontario Education Communication Authority, Ontario Forest Industries Association, and York University.

In the Government field we've just completed two series of training motion pictures for the U.S. Government, and films or TV promos for Energy, Mines and Resources, Industry Trade & Commerce, National Health and Welfare, National Defence, and the National Film Board. We've made versions in various languages, including Chinese and Japanese.

In various stages of production now are motion pictures for Acres, Brascan, Fenco, Hudson's Bay Company, I.A.C., Johns Manville, Moosehead Breweries of Halifax, Reader's Digest, Rio Algom, Systems Dimensions, Telesat Canada, and Texaco. In the works are films for the Canada Safety Council, Canadian Figure Skating Association, Canadian Forestry Association, O.E.C.A., and V.O.N. And you can soon see new motion pictures for Atomic Energy of Canada, Labour, National Defence, and the New Brunswick Department of Economic Growth.

Our Theatrical Feature Division, having completed their part in producing THE ROWDYMAN, are now at work on four more - a three-hour version of Hamlet, AUGUST AND JULY, the Janis Joplin Story, and a feature about The Man Who Skied Down Mount Everest. But our production team and our laboratory have lots of creative capacity, so call us soon about your next film, eh?

TAKE FIVE

Have you studied the new income tax blank yet? "A Funny Thing Happened on the Way to the Form" ..... The instructions are a religious experience - they passeth all understanding ..... Who says you can't get wounded by a blank? ..... But don't you wish the Government was as fussy about who they loan the money to? ..... In this world we get out of life just what we put into it - minus taxes ..... But Canada is still a land of opportunity - anyone can become a taxpayer ..... And there really is a sense of pride in paying taxes - the only thing is, we could be just as proud for half the money ..... though it could be a lot worse - suppose we had to pay on what we think we're worth? ..... Most of us would be happy to pay as we go if only we could catch up on where we've been ..... Personally, I don't mind paying income tax. It goes for a worthy cause - keeping me out of jail ..... The trouble with today's economy is that when a man is rich it's all on paper - when he's broke it's cash ..... A fellow can't support a wife and the Government on one income ..... And it's getting harder to support the Government in the style to which it has become accustomed .....But as the gardener says, look after the peonies and the dahlias will look after themselves ..... I know of one chap who was called in by the tax department and showed up with 400 little black diaries all filled with expenses. They asked, "What business are you in?" "I sell little black diaries" ..... Another was called down to the office to explain $75,000 in undeclared revenue. He shrugged his shoulders: "So my boy has a paper route. You supposed to put everything down?" ..... And the accountant and the tax lawyer who went down to National Revenue to argue for a client. As they were going in the door, one nudged the other and said, "Let's win it for the Gypper!" ..... And I love the story of the two girls sorting returns in the National Revenue office: "Here's another good one, Maxine - bachelor, no dependents, thirty-five thousand dollars a year!" ..... And just think - if thirty years ago you had invested in taxes, today you'd be rich!

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

601/A/282/2 CRCO

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crawley commentary

April thirtieth, 1973

FILM QUIZ - TEST YOUR FILM I.Q.

(Answers on Page 2)

1. Which film company has been selected as producer by 80% of Canada's largest corporations?
2. Which film company has won the most national and international awards?
3. Which film company has recently produced two series for the United States Government?
4. What is the only company to turn out more than 2,000 films?
5. Name the film company which has worked for all ten Provincial Governments.
6. Name the film company which, in addition to live action, specializes in all types of animation.
7. Which producer won the award last year for Canada's Best Educational film?
8. What is the only film production company with its own large color film laboratory right on the premises?
9. Name a producer which has worked for more than 100 different associations and institutes.
10. Which film company has a newsletter which last year won the top CPRS award for Best Corporate Publication?

NOTES OF INTEREST TO SOMEONE

If you want to discuss Travel films, we'll be at the TIAC convention (Toronto in May). If you want to discuss PR films, we'll be at the CPRS convention (Toronto in June). If you want to discuss Association films, we'll be at the IAE convention (Quebec in August). Drop me a line and we'll get together.

1973 is the 25th anniversary of our trade group, the Association of Motion Picture Producers and Laboratories of Canada, now with 90 corporate members. In six of those 25 years the Presidency was held by a representative of Crawleys, so we sure believe in working for our industry.

Canadian Magazine, with its tremendous weekend circulation in 13 daily newspapers, ran a two-page article on our new prize-winning film for parents, CHILD BEHAVIOUR EQUALS YOU, produced for Carleton University and the Vanier Institute of the Family. They said, "For the first time here's an up-to-date movie for ordinary parents".

The Ontario Trade and Travel Centre at 145 King West, Toronto, has a well-equipped theatre for audio-visual product presentations for selling to domestic and/or export buyers.

Just released is Crawleys second film for Ducks Unlimited, WATCHING WILD WINGS, starring the inimitable Bing Crosby. Directed by our Jim Turpie, it is actually a short course in field identification of waterfowl. Prints can be purchased from Ducks Unlimited, P.O. Box 663000, Chicago, Ill.

The Canadian Film Institute, 1762 Carling, Ottawa, has a unique microfilmed index to 110,000 films of all kinds. The public libraries of Canada have a total of 766,592 audio-visual materials.

Crawleys is the Canadian member of I.Q. - The International Quorum of Motion Picture Producers - a world-wide organization of business film production companies. We exchange ideas, research, shooting assignments and footage. So, in essence, we have an associate company in most of the developed nations of the world.

Graphic Film Laboratories here have a service of checking, cleaning and repairing your 16mm prints. Some sponsors send in their whole library annually. Write for prices.

TAKE FIVE

Now that peace is at hand what's the theme song of the Washington Press Corps? "I Wonder Who's Kissinger Now?" .... World's rarest sight - Avon Calling and Howard Hughes answering .... Much as we admire our forefathers, you'd think they'd have built their cities closer to the airport .... Status symbols are medals you buy yourself .... Golf is like lovemaking - you don't have to be good to have a lot of fun at it .... The town was so small the health clinic was called Joe's Hospital and Grill .... Money is a poor man's credit card .... The trouble with political jokes is that sometimes they get elected .... But you can tell that elections are not far off - the candidates can recognize you across the street .... and are they hungry for publicity! One M.P. carries a card in his wallet which says, "In case of accident, call a press conference".... A top government economist is one who knows more about money than he does about the people who have it .... You're an old-timer if you can remember when the air was clean and sex was dirty .... If Moses wanted to part the Red Sea today he'd have to use a shovel .... I shot an arrow into the air - and it stayed there .... But it was Mark Twain who said that Halitosis is better than no breath at all .... Chairman: "Our next speaker needs no introduction to this audience - he changed his mind and stayed home" .... And I've been thinking about that sign in the window of a vacant store: "WE UNDERSOLD EVERYBODY!"

Cordially yours,

Graeme Fraser

Graeme Fraser
Vice President

ANSWERS TO FILM QUIZ ON PAGE 1

Nos. 1 to 10 - Crawley Films.
Score 10 points for each correct answer. If you score 50 or higher you qualify to be a Crawley client. Congratulations! It can be a real breakthrough for your organization! (Apologies for boasting - but we are proud of our record to date).

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June twenty-fifth, 1973

U.S. GOVERNMENT CITES CRAWLEYS FOR QUALITY

Faithful readers of this little newsletter may recall that last year we produced eleven motion pictures for the United States Government, perhaps the first time in history they have contracted motion pictures to a foreign producer.

But wait! At a pleasant U.S. Embassy ceremony we have just been presented with a unique certificate signed by the Comptroller of the United States Army. It reads (he said proudly) -

CERTIFICATE OF APPRECIATION

is awarded to

CRAWLEY FILMS LIMITED

for

"OUTSTANDING ACCOMPLISHMENTS IN THE PRODUCTION OF THE UNITED STATES ARMY WORK SIMPLIFICATION PROGRAM FILMS, SPONSORED BY THE OFFICE OF THE COMPTROLLER OF THE ARMY. OPERATING IN AN UNFAMILIAR SUBJECT AREA REQUIRING COMPLEX AND SOPHISTICATED PRESENTATIONS OF DETAILED WORK SIMPLIFICATION MATERIAL, CRAWLEY FILMS LTD. PERSONNEL PRODUCED EXCEPTIONALLY FINE ANIMATION AND LIVE ACTION SCENES THAT MAINTAIN AUDIENCE ATTENTION AND SUCCESSFULLY TEACH THE CONCEPTS AND TECHNIQUES TO UNITED STATES AUDIENCES."

Individual certificates were also presented to our Bill O'Farrell, Vic Atkinson and Bill Stevens, who had played key parts in the production. And at the same time they told us that the series had won in New York the Certificate of Merit in the 1972 Film Competition of the prestigious Industrial Management Society.

CRAWLEYS NEW ADDRESS IN TORONTO

Right down where you wanted us, on the fourth floor of 409 King Street West, you'll find Account Executive Herb Taylor (366-0771), Theatrical Distribution Manager Harvey Hunt (366-0714), and sometimes the rest of us too. Please make a note.

FOLLOW THE LEADERS

Looking over the list of the Thirty Canadian Companies with Largest Revenue, impressed by the fact that no less than 80% of them have entrusted one or more motion picture productions to Crawleys. In some cases we've made a dozen for them. Hope you're impressed too. But please remember many of our 2,000 films have been for some pretty small companies too. And 100 different associations and institutes. And many federal government departments. And ten Provincial Governments. And many United States and foreign clients. And your organization?

TAKE FIVE

For those who like to play with words, here's a new palindrome (reads the same backwards) to add to your list of the well-known ones: Napoleon's ABLE WAS I ERE I SAW ELBA. Mankind's first speech, MADAM I'M ADAM. A MAN, A PLAN, A CANAL - PANAMA! Here's the new one, a palindrome we can all take to heart - SEX AT NOON TAXES! ..... And how about the Market - first my stocks split - then they crumbled..... I was going to join an organization that fights inflation - but they raised their dues..... Getting tired of those cute names for restrooms - Does and Bucks or Mares and Stallions. You have to be a zoologist to find relief..... For eight cents, we deserve a stamp that tastes better..... Everything is relative - friend of ours was turned away from a big cocktail lounge that features topless waitresses - he wasn't wearing a tie! .... And there's a new type of very inexpensive Group Life - to collect, the whole group has to die..... Those Watergate boys really have a lot of inside pull. If they're ever convicted, they'll probably get five years in a women's prison..... My uncle has a new get-rich-quick scheme you should hear about. He's bought ten pounds of uranium and headed for Northern Ontario. Figures he can make a fortune hunting for lost Geiger counters..... Had there been a computer in 1872, it would have predicted that by now there would be so many horse-drawn vehicles, it would be impossible to clean up all the manure.... The trouble with being a good sport is that you have to lose to prove it..... The number and type of prison escapers seem to disprove the old adage that "The Pen is mightier than that sort"..... We should use prison guards from Georgia - last year they caught eight more prisoners than escaped..... Washington never told a lie - he'd never make it in the Seventies! And finally, a customer came up with an original slogan for us - "Crawleys are Speedy - and at Crawleys you're a Somebody!"

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

601/A/28

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crawley commentary

OCT 11 1973

October first, 1973

CRAWLEYS WINS 200TH AWARD!

We've just had a unique occasion, and now hanging on our walls are 200 awards from festivals and competitions on every continent.

No other sponsored film production company in North America has achieved this record. Interesting?

No. 200 was the Silver Sun Award for our NATIONAL FRONTIER, produced for the Department of National Defence. The competition was the 6th International Military Films Festival, held in Versailles, France, which attracted 82 films from the Armed Forces of the World.

A TAX BENEFIT FOR YOU

These days one of the few joys left to the financial officer is to discover there is virtually no federal sales tax on a Canadian motion picture production. One of our clients had budgeted $5,600 for sales tax and it actually came to $10.

Tax is computed by National Revenue on a value of 9 1/2¢ per 16mm foot. This means that the federal sales tax on a 13-minute film is around $5, while on a 27-minute film it comes to $11 in 16mm, or $28 in 35mm.

Television commercials have a taxable value of $9 per foot, so tax on a one-minute spot is about $39.

Release prints are taxable on their sales price, unless of course your film receives an Educational Certificate, in which case they are tax exempt and so is your production! Tell your Comptroller so he'll have a happy day.

A/V

Studies by the 3-M Company have shown that

WE LEARN	11% through Hearing 83% through Sight
WE RETAIN	20% of What we Hear 50% of What we Hear and See

Adds up to a Sound Film doesn't it?

Crawley's specialty for 34 years has been the careful combining of Picture, Motion, Color, Sound and Drama into one integrated package - perhaps the world's most powerful and effective method of communicating ideas, changing attitudes and moving people to action.

MEMO TO A/V DIRECTORS

Reminder to libraries, school systems and universities:

Ask for our list of the 45 "most purchased" Crawley sponsored films, French and English. They are available to educational institutions at laboratory cost and of course every library should have them.

TAKE FIVE

Blessed are the poor for they shall inhibit the earth..... It is said that Canadians are the only people who can make love in a canoe..... Economists tell us that to figure the cost of living, simply take your income and add 20%..... The energy crisis is getting worse - when I use my electric razor the street lights dim..... Poise is the ability to continue talking while the other fellow picks up the check..... Old duchesses never die - they're just not as fast with their dukes..... There's nothing quite as pathetic-looking in a hotel dining room as an Account Executive with an unlimited expense account and an ulcer..... Try praising your wife once in a while, even if it does frighten her at first..... He's so run down, when he goes camping he pitches an oxygen tent..... And I love living in a big city, where you can wake up in the morning and listen to the birds coughing..... Show me a man who has kissed the blarney stone and I'll show you a fella with a sex problem... Which reminds me that there's a bar in Dublin called the Sodom and Begorra..... A politician triumphantly informed me that he had so many taps on his phone he was able to get a sponsor..... Nobody, but nobody, is sicker than the man who is sick on his day off..... And a friendly psychiatrist once told me that suicide is the sincerest form of self-criticism, and that death is Nature's way of telling us to slow down..... Girl: "Look Daddy, no cavities!" Daddy: "Wonderful!" Girl: "Yeah, but I'm pregnant"..... What are 541 and 238? No, they're adjoining rooms in the Warsaw Hilton..... And always remember this - Benjamin Franklin may have invented electricity, but it was the guy who invented the meter who made all the money.

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

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November twenty-sixth, 1973

HOW'S OUR MAILING LIST?

This little newsletter (which I began 26 years ago!) now has a circulation of 4,600, more than many specialized trade magazines. Keeping up the mailing list is virtually impossible. We depend on our readers to tell us when they move, retire, expire, or want their plates to be added, subtracted or changed.

Please help us to be sure that Crawley Commentary is reaching the right people and not going to those who don't want it, and our thanks to those thoughtful souls who drop us a line to keep our list up to date.

And while you are at it, what's your favourite one-liner for our continuing collection?

CANADIAN FILM PRODUCTION UP DRAMATICALLY

We've had Statistics Canada's 1970 Report on Film Production. Amazed to see that Canada's private film producers and laboratories increased their dollar volume by a flat 250% in only five years. Talk about a growth industry!

And while on the subject, textbooks seem to be losing out to audio-visual training aids for U.S. students. Since 1966, sales of A/V materials have risen 82 percent while textbooks, still the solid instruction material, have risen only 23 percent.

Is your organization using modern films to the degree they should?

WE PAUSE FOR A COMMERCIAL

Over the years Crawleys has best been known for the sponsored film--PR, Marketing, Information, Training, Education. But would you believe that we have quietly produced some 650 TV commercials and public service promos?

Our animated TV commercials add color to the TV screen and move people to action. Our public service spots help to save lives, raise funds and build public understanding and appreciation for many types of organizations.

For instance, you may have seen our recent 60 or 30-second spots for the Canada Safety Council, Hudson's Bay, Cambridge Leaseholders, the Canadian TB & Respiratory Disease Association, Metropolitan Toronto Conservation Authority or the Department of National Health & Welfare.

Our people would appreciate the opportunity of assessing a marketing or PR need and coming up with a unique and creative idea for you. More information about us in the factual piece enclosed this month. Call.

RUSKIN KNEW FILM PRODUCTION

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better." - JOHN RUSKIN (1819-1900).

THREE MORE U.S. AWARDS

Faithful readers of this newsletter may remember that last year we produced eleven training films for the U.S. Government.

They were entered in the nation-wide film contest of the Industrial Management Society against films from all over America from government, industry and universities. We won a First Place Award and two Second Place Awards!

These were presented at Chicago at the annual convention of the American Society of Industrial Engineers.

STOCK SHOTS ANYONE?

Another of the many services available from Crawleys is a large 16mm color Stock Shot Library--built up as a result of completing 2,200 films throughout Canada and the world. Some in 35mm.

Librarian Dorothy Caie can tell you if we have what you need and she will send you our price list. And if we don't have what you need we can always shoot it for you!

TAKE FIVE

Money can't buy love. But it can put you in a very pleasant bargaining position.... Overheard at coffee: "I'll tell you the kind of man he is. When I first met him, I liked him--but he talked me out of it"..... We know a lady who complained to her husband that ever since they got their waterbed they've been drifting apart..... Jackie Vernon, one of my favourite comedians, recently told a TV audience how upset he was to discover, from reading the New York Times, that people die in alphabetical order..... And I understood Woody Allen when he said, "I have never had good relations with mechanical objects. Anything I can't reason with, kiss or fondle, I get into trouble with"..... Ever play "Call Girl Roulette?" You have your choice of six call girls--one of them is writing a book..... If the Government ran it, crime wouldn't pay..... It wasn't easy getting the kid to eat green olives. We had to start him off on martinis..... It was Robert Thompson who gave Hansard one of its most immortal lines: "The Americans are our best friends whether we like it or not"..... When someone else cheats, it's unethical--when I cheat it's to establish a basic principle..... To be good is noble, but to teach others how to be good is nobler--and a lot less trouble..... So, all of you out there, have a Merrie Merrie Christmas and remember--illegitimi non carborundum!

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

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February eleventh, 1974

IN THE LAB OF THE GODS

Crawleys is the only production company in Canada with its own motion picture laboratory, and right in the same building. This pays off in speed, liaison, economy.

Graphic Laboratories, in color or black & white, processes, work prints, edgenumbers, makes masters, internegatives and release prints, provides all types of sound services, editing, negative cutting, animation, music. They sell leader, reels, cans, fibre cases. They even provide a print cleaning and repair service.

Because Graphic works for CBC, CTV and Global, they are open for TV 365 days a year. They work for government departments, for companies, for associations, for universities and for other film producers across the country and abroad.

When you need any type of quality lab service, the General Manager is Glenn Robb, with 23 solid years of experience here in every facet of production and lab work. The man who takes your print order is Production Manager Ron Kennedy, 19 years with Crawleys and Graphic.

Technical Manager Frank Egan, an expert in timing, color correction, printing and neg cutting is responsible for technical Quality Control operations in the dry end of the Lab. Technical Manager Stan Hadden, with a long background in industrial photography and production, is in charge of the Processing Department and Quality Control of the wet end of the Lab.

And now a new development! Because of the increased use of color negative film throughout the industry, Graphic has moved ahead again by installing the Hazeltine Color Film Analyzer. This is an electro optical system which accurately simulates the photographic process. A large color video display allows instantaneous electronic analysis of the color film to determine the proper exposures required to obtain top quality prints prior to the actual printing and processing. This system handles both color and B & W negative and reversal.

Manager Glenn Robb will be glad to tell you more. All you have to do is hum his theme song: "Some Day My Prints Will Come".

F.R.C. ON AIR

Our Glorious Leader, F. R. Budge Crawley, being kidded these days about over exposure. In the space of a few weeks he has been the subject of half-hour interview and profile shows on both the CTV and the CBC. Now, about Global.....

EVEN IF YOU ARE READING A NEWSLETTER, DON'T BE SO PRINT-ORIENTED

Tom Hope, publisher of the respected HOPE REPORTS, has forecast that U.S. sales of educational audio visual media products will overtake those of elementary and high school textbooks and school library books by the end of the 70's. Sales for the A/V industry - education, business, government, medicine, religion and community agencies - are estimated at $1.8 billion, with motion pictures accounting for more than all other media put together.

An interesting example of the wide use of films is the recent Clinical Congress of the American College of Surgeons, where a total of 131 films were shown, some of them to an audience of 2,500.

Film continues as the prime source of programming for television. In the U.S., 85% of prime time network programming originates on film. And in Canada we welcome Global, our third network, which of course is using film very extensively.

Denny Griswold, Editor of PUBLIC RELATIONS NEWS, has predicted that 1974 will be a bonanza year for audio visuals as PR departments step up use of them to take messages to community, educational and general audiences via theatres, TV networks and CATV.

TAKE FIVE

When it comes to conserving energy, it's hard to beat an empty tank..... Another suggestion: No gas except for cars that are paid for..... Neutrality is standing on the bank of the Suez Canal and singing "Onward Christian Soldiers"..... A Consultant is a man who borrows your watch to answer your question of what time it is..... "All generalizations are false, including this one" - but that generalization is false.... Business Conventions are important - one reason is to demonstrate how many people the company can operate without..... Wall-to-wall carpeting is hard to beat.... Statistics prove that of all the women attacked, only half are reported to the police, the other half say nothing. So, if a guy intends to start attacking girls, he should attack every other one - he could have a beautiful life..... There's a new Tarzan picture coming out. Do you realize the first one was thirty years ago? What a sixty-year-old man that is! By that time I'd be saying, "You Jane - me pooped!" ..... And my favourite Tarzan one-liner was as he fell into the river: "Who greased my vine?"..... Let's face it, the Canadian businessman is in a tight spot. Whenever he comes up with something new - the Russians invent it a month later, the Japanese make it cheaper and his Government prevents the Americans from buying him out..... So don't undertake vast projects with half vast ideas..... But starting from scratch is a lot easier when you have some..... And that Market - first my stocks split - then they crumbled.... When you can't think of a snappy retort, a carelessly concealed yawn is often as good and much less dangerous..... A man from Laos went into a barber shop for a shave. When he was leaving, the barber said, "There goes my first after shave Laotian"..... My favourite want ad: "Secondhand Tombstone for Sale: Extraordinary bargain for a family named Schultzendorfer"..... Chivalry can be defined as a man's urge to protect a woman from everybody except himself..... Here's a thought for you: You're not really successful until someone claims they sat beside you at school..... If I had my time to live over again, I'd make all the same mistakes but earlier..... And remember, he who laughs, lasts.

Cordially,

Graeme Fraser

Graeme Fraser
Vice President

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crawley commentary

April eighth, 1974

IS VIDEOTAPE IN YOUR FUTURE?

Because of the number of requests for a videotape production facility in Ottawa, we have formed a new company with Maclean-Hunter, called CRAWLEY/M-H VIDEO.

The new company will specialize in the production of training, information and marketing programs for government departments, for associations and for industry.

Both Crawley and M-H consider this to be another logical step in their respective roles of providing creative communications for Canadians.

The Executive Committee of Crawley/M-H Video consists of Michael Hind-Smith, General Manager of the present M-H Video, me (he said modestly) and Peter Llewellin, newly appointed Manager of this Company.

Peter has a solid background with the Royal Academy of Dramatic Art in London, the Old Vic Company, B.B.C., Thames TV, and as TV Producer/Director with Ontario Educational Television (O.E.C.A.). For the past five years he has been Manager of Audio-Visual Productions for Bell Canada in Montreal where he specialized in industrial training and development. He also worked as video consultant for telephone companies across Canada.

So, for film or tape, you are in great shape -- with Crawley, by golly! And if you wish to discuss the possibilities of using videotape for your training or information programs, call Peter Llewellin at Crawleys, Ottawa. Like now? It's 613-728-3513.

WORLD FILM PRODUCERS GATHER AT CRAWLEYS

I.Q. -- The International Quorum of Motion Picture Producers -- 103 film companies from all over the world -- are holding their 1974 International Convention at Ottawa's Chateau Laurier and the studios of Crawley Films.

As the Canadian member company of I.Q. we are proud to host this international gathering and interchange of the latest effective techniques in the production and distribution of sponsored motion pictures and audio-visuals.

"PICTURE CANADA"

An example of a film which really meets a need is our PICTURE CANADA for Kodak Canada. While there are many travel films available on the Provinces, cities and regions of Canada, this half-hour color picture is unique in that it shows Canada from sea to sea.

In various language versions it is being used across Canada and around the world by the Canadian Government Office of Tourism, Air Canada, CP Air, the Travel Industry Association of Canada, and many other organizations. So far, more than 400 prints have been purchased of this very popular Canadian travel film. It's an interesting way for you, too, to PICTURE CANADA.

RADIO REPORT

Not too often does radio review a sponsored picture. But here's Pete McGarvey's EVENING REPORT on Toronto's CKEY. Thought you'd like to read it -- and then to see our new film. Said Pete:

"I went to see the premiere of a film today that told me more about fires and firefighters in thirty minutes than I've learned in the past thirty years.

It's called "Today's Fire Fighter". It was produced by Crawley Films for the International Association of Fire Fighters and Carling-O'Keefe Breweries. Most of it was shot here in Metro ... at the Fire Academy, where the premiere was held ... along the waterfront, and at the scenes of a dozen fires and accidents ...

The effect is a no-nonense, no heroics statement on how fire fighters are chosen, how they're trained, and how they cope with the physical and emotional demands of their work. The odds seem to be against them ... fifty per cent are injured in the course of their professional lives, scores die ... and almost all of them are candidates for heart problems, ulcers and illness associated with stress. As a prominent Toronto doctor explains in the film ... what gets to them is the thought that people are inside burning buildings, and they're often frustrated in attempts to reach them. That ... and having to deal with fires where children die. The experiences literally haunt them ...

The film is "Today's Fire Fighter" ... it packs more impact in half an hour than the EXORCIST, or any other message movie I've seen in a long time."

TAKE FIVE

As election fever starts to mount, some stores across the country are carrying a new line of jock straps -- they're called Stanfield Supporters . . . One small country had a cross-eyed javelin thrower at the Commonwealth Games -- he didn't win any gold medals but he sure kept the crowd alert . . . anyone who is well adjusted these days just isn't paying attention . . . did you ever get the feeling that if HE'S impeached, he won't leave? . . . by the end of the voyage of the Ark, some of the two-by-two species had multiplied, making Noah the first man to have bred his cast upon the waters . . . the disposable bottle has brought the beverage industry to the pint of no return . . . the most important thing in politics is sincerity, whether you mean it or not . . . ask not what you can do for your country but what they will pay you for doing it . . . did you ever think of this: everybody wants to live a long time but no one wants to grow old . . . what this country needs is a grocery cart with four wheels that all go in the same direction . . . one termite to another in a saloon: "You've been here before. Where is the bartender?" . . . the Coal Industry has a motto for the Seventies -- "There's no fuel like an old fuel" . . . and why is it that drunks never spill drinks on other drunks? . . . I guess if Columbus had turned back no one would have blamed him. No one would have remembered him either . . . I'd thought of a better collection of one-liners for this newsletter, but in Washington last week Rosemary Woods stepped on my foot and erased it . . . he who laughs last, lasts . . .

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice President.

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crawley commentary

August twelfth, 1974

DO YOU WANT CRAWLEY COMMENTARY?

We're a mobile race and our huge mailing list is away out of date. We're starting fresh! If you don't wish to receive future copies, toss the enclosed reply card. If you do, please fill it out and return it now. Or perhaps there's a more appropriate person in your organization who should be getting it. Our thanks!

I've been writing this little newsletter for 27 years now. For many executives it's the only film paper they receive. We've covered films for marketing, PR, education, training, fund raising, recruiting -- distribution to TV, theatres, schools, community audiences, international -- all phases of production and lab work -- video and super-8 and projection and premieres and promotion and future developments. We've run hundreds of case histories of successful films. And we've had fun with the one-liners in TAKE FIVE. But this one is mostly about us -- and what we're doing in our 35th year.

35 YEARS YOUNG

Nothing we have ever sent out (except some of our films) has provoked as much response as our portfolio of 27 birthday letters from Canadian leaders. We're grateful for all your letters and calls. But with a bright new generation of communicators moving up, wait 'til you see our next thirty-five! And as we become more and more international (our sponsors have sent us to thirty countries), and work closely with the 106 film companies in 42 countries which make up the International Quorum of Motion Picture Producers (of which we are Canada's member), there are exciting times ahead. Now that the world is small, man must be big!

Particularly appreciated is this letter from Carl Lenz of New York, President of Modern Talking Picture Service, the world's largest distributor of sponsored films -

"If the question were asked in this country, as well as many other countries of the world, as to the leading commercial film producer in Canada, I am confident the overwhelming response would be 'Crawley's'.

Your thirty-five year old reputation is an enviable one ... and deservedly so, for you folks have made countless creative contributions to the film industry. We at Modern are most aware of your success as it has been our good fortune to distribute hundreds of your exciting pictures."

CRAWLPOURRI

When you take a first aid course from St. John Ambulance you'll be exposed to what may be Canada's biggest training films series -- twelve colour films in English or French, 16mm or super-8 cassettes -- which demonstrate the complete first aid course.

Our Graphic Laboratory here had a hectic NATO Conference as they worked for camera crews from ten TV networks -- CBC, CTV, Global, NBC, CBS, ABC and four from Europe...Crawley/M-H Video now at work on information or training programs for Bell Canada, the Post Office, Department of the Environment, E.B. Eddy, Medical Post, Public Service Commission, etc. Hope Reports calls U.S. business and industry to double (up to $1.5 billion) in eight years their annual investment in audio-visuals. In Canada, both film production and film laboratory gross have tripled in the last decade . . . Bob Campbell, Director of New Brunswick Information Service, tells me that our new industrial development film OPPORTUNITY: NEW BRUNSWICK (in its English, French and Japanese, 16mm and super-8 cartridge versions) has had much use abroad, has had prime time TV at home, and that half the population of N.B. will be exposed to it at exhibitions this year...Crawley's JANIS JOPLIN theatrical feature will be distributed this fall by Universal, the first Canadian feature to be signed by a U.S. major!

THEATRICAL FEATURES IN 16MM

If you are involved with a film society, film club, high school or university, theatrical features in 16mm are available on a daily rental basis. Films like GIMME SHELTER, MONTEREY POP, THE ROWDYMAN, THE CONFIRMIST, CHESTER RONNING IN CHINA, JULIAN BREAM AT STRATFORD, FLIP CITY. Catalogue from Crawley Films Distribution Division, 409 King Street West, Toronto.

TAKE FIVE

Sure the cost of living is high today -- but have you thought of the alternative? . . . If the pyramids had been built under today's planning procedures, can you imagine the paper work? . . . I'd been planning to read the HOME FIX IT ENCYCLOPAEDIA but my wife had used it to prop up a couch . . . It finally happened on the Mall -- a girl fell off her 7-inch platform shoes. Fortunately, her eyelashes broke her fall . . . She got her good looks from her father -- he was a plastic surgeon . . . I asked her if she would be free this evening -- she said no but she'd be reasonable . . . Richard Nixon and George Washington have one (expletive deleted) thing in common -- neither can blame his problems on a previous administration . . . It's tough to pay $1.89 per pound for steak but it's even tougher when you pay only $1 . . . Nobody loves you when you're old and gay . . . The one thing that worries me about slum clearance is that we're wiping out the humble beginnings for the great men of the future . . . Sign at L.A. Music Hall: "OUT TO LUNCH. BACH BY TWO. OFFENBACH EARLIER" . . . Noah was our first financier -- he floated a limited company when all the rest of the world was in liquidation . . . In this day and age, anyone who isn't frustrated isn't thinking . . . Definition of lack of impact -- streaking a nudist colony . . . No wonder we know so little about the problems of aging -- none of us have ever aged before . . . You're typical if you are a graduate of a multi-university who lives in a megalopolis, works for a conglomerate and is lonesome . . . I've a friend who's trying the new diet drink of two parts scotch and one part Metrecal -- so far he's lost five pounds and his driver's license . . . F. R. Crawley had a weird experience in San Francisco -- he opened a bureau drawer in his hotel room and found Tony Bennett's heart . . . and the combined circulation of CRAWLEY COMMENTARY and PLAYBOY is now 6,504,954, so if you want to remain on the list please send back the reply card today. Hope you do -- we'd like to stay in touch with you.

Cordially,

Graeme Fraser

Graeme Fraser

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October twenty-first, 1974

SHOWING THE CORPORATE STORY

For the corporation and trade association executive I don't need to spell out the obvious fact that business is going through a very severe credibility crisis. Business is depending more and more on skilled and honest relations with the public. More money is being spent on corporate advertising and more board room time on the concerns of public reputation.

Many advisors are still print-oriented, but particularly among younger communicators there is a growing tendency to steer a bolder course. To use television, to use schools and colleges, to use theatres, to use the vast network of community organizations of all kinds. Would you pay a couple of pennies to have me spend half an hour paying attention to your corporate story? And paying attention with the combined impact and memorability of Picture - Motion - Colour - Sound - Drama?

Many of our clients have shown their corporate film to a million Canadians -- to two million -- three million -- four million. Literally. Clients like Alcan, Imperial Oil, Volkswagen, Christie Brown, Canadian Pacific, Brinco, The Bay, Massey-Ferguson. One of our films for Abitibi has had a total audience of 36,000,000 in Canada and the United States!

If you are really serious about having to show the public just who you are and what you do and why you do it, call me now at 613-728-3513.

We like to help companies and associations (and Government departments too) create that climate of understanding and appreciation in which all your operations will be more effective. "There is a time in the affairs of men" . . . and this just could be your public affairs break-through!

WHAT DO YOU DO, EXACTLY?

I've just finished reading more than 1000 reply cards so far sent in by readers of this little newsletter. Thank you for all the friendly comments and suggestions. Several of them asked the logical question -- "What do you do, exactly?" I'll try to answer it.

Our main job in life is the complete production, from script to release prints, of sponsored motion pictures, custom designed to help solve problems in marketing, public relations, information, training, etc. They can be live action or animation or a combination or multi-screen. We also produce video programs (Crawley/M-H Video), slide shows, filmstrips, TV commercials, TV promos -- audio-visuals of all kinds. Who uses us? Well, we've recently completed (or are now at work on) useful films for a wide variety of clients -- Companies - like EXXON of New York, Caltex of New York, Kodak, The Bay, I.A.C., Bell Canada, FENCO, Eaton's, Atomic Energy, Reader's Digest, Steinberg's, Carling O'Keefe, Acres, Moosehead Breweries, Texaco, Silva of Sweden. Government Departments - like External Affairs, Public Works, NCC, Health and Welfare, Infocan, plus four Provincial Governments, (including a new travel film for Ontario on the National Capital area).

Associations - like International Civil Aviation Organization, International Association of Firefighters, Canada Safety Council, St. John Ambulance, TB&RD Association, Canadian Forestry Association, V.O.N., Shoe Council of Canada, CUSO, Ontario Hospital Association, Women Teachers' Federation of Ontario.

In fact more than half of Canada's largest companies have selected Crawleys as film producer -- including the 21 largest. And more than 100 associations and institutes. Most Federal Government departments and agencies. Ten Provincial Governments. We are also a production service organization. For smaller producers, in-plant units, TV networks, TV stations, universities and hospitals, who shoot their own films, we provide finishing services -- editing, sound recording, music, titles, animation sequences. And then our Graphic Laboratory processes their footage, cuts their negative and makes their colour release prints. We produce TV series and theatrical features -- like "The Luck of Ginger Coffey", "The Rowdyman", "Janis Joplin", "The Man Who Skied Down Mount Everest". Another Division distributes features to the theatres.

We're proud to be the Canadian member of the International Quorum of Motion Picture Producers, a network of 106 film companies around the globe, and this gives us world-wide access to footage and production services. In short, we are really in the communications business and we are a service organization. It's a fascinating, fast-breaking business full of variety and challenge and change. It's a liberal education to work with so many talented people -- both clients and staff.

Creating films is to me a most satisfying occupation. I've seen Crawley films save human lives, increase productivity, open international markets, move people to travel, raise funds for essential causes, point up answers to vital problems, and help promote understanding and appreciation between nations. But I keep saying to myself -- nothing that I have ever done in the past will be good enough again -- not these days. Does that answer the question?

TAKE FIVE

The last words of famous men are not always remembered. For instance, do you know Noah Webster's last words? They're zymology, zymotic and zymurgy . . . And there's a new chlorine deodorant on sale in the stores.-- it's for people who want other people to think they have a pool . . . Went to school with a girl called Adeline More -- of course we all called her P.S. . . . I can accept not being worth my weight in gold -- what's really shattering is not being worth my weight in pork chops . . . "Have your eyes ever been checked?" "Gosh no, they've always been a solid brown" . . . A lot of people are so busy learning the tricks of the trade that they never learn the trade . . . Only some of us can learn by other people's mistakes -- the rest of us have to be the other people . . . Being in my fifties wouldn't bother me if there were more people around living to be 100 . . . The Government says we're not in a recession so this must be the worst boom in history . . . And let's not forget that these are the Good Old Days we'll all be longing for in a few years from now . . . But people still have faith in this country -- look at all the 30-year mortgages . . . Love that story of the millionaire junk dealer who never got beyond the 8th grade. When asked how he had done so well despite his handicaps, the fellow said: "Well, it ain't hard really. I just buy things for $1 and sell them for $4. You'd be surprised how fast that 3% profit piles up" . . . And what's your favourite one-liner these days?.

Cordially,

Graeme Fraser

Graeme Fraser,
Vice President.

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December second, 1974

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INTERESTING THINGS HAPPEN HERE

Congratulations to Glenn Robb, a young veteran of 21 years with Crawleys, and head of our Graphic Laboratory, now promoted to Vice President . . . A film for EXXON of New York has taken our people to Japan, Greece, England, South America, Singapore, Oregon, New York and Sudbury . . . A film for the Department of Public Works has taken them from coast to coast in Canada . . . Enjoyed working with John Fisher on our Savings Bond TV commercials . . . At work simultaneously on major films for The Bay and Eaton's -- completely different types of films and crews . . . The Post Office has purchased prints of our series of 50 short films using the world's postage stamps for the new Postal Museum . . . The National Association of Letter Carriers in Washington have purchased a flock of prints of the film we did for the Letter Carriers Union of Canada . . . Now doing an Eskimo version of our big First Aid Training Film Series for St. John Ambulance . . . Already 425 prints of PICTURE CANADA, our national travel film for Kodak in use around the world . . . Hoffman-LaRoche tells us that more than 1,500,000 Canadians have now seen our film TO INNER SPACE . . . Our JOURNEY TO POWER for Churchill Falls featured at the huge World Energy Conference where it was "widely acclaimed by delegates from all over the world." . . . A three-man Crawley crew back from three months in beautiful Indonesia shooting an interesting show for CALTEX of New York . . . A press release put out by the Ontario Department of Travel and Industry on our new film on the National Capital picked up by almost every daily in Canada . . . Just completed another theatrical feature called "THE MAN WHO SKIED DOWN EVEREST" and you'll be hearing more about it . . . Canada's representatives abroad soon will be using our new films for External Affairs on the Geography of Canada and on the Architecture of Canada . . . Crawley/M-H Video producing custom A/V presentations for Shell, Bell, Great-West Life, E.B.Eddy and the Trans-Canada Telephone System as well as consulting and designing courses for Sun Life and Western Electric . . . We're scripting 15 one-hour TV shows for our Oceanography series, the most advanced series on this subject ever undertaken . . . Interesting things happen here!

CRAWLEYS TORONTO

David McDougall, who has been in production in Ottawa moves to Toronto in charge of sales there. His background of an Honours Marketing Major with his B.Comm. from Queen's will be helpful to Toronto clients. Herb Taylor, with Crawleys in Toronto for ten years and who has made films in many parts of the world, moves to the Ottawa studios to head the Camera Department in addition to directing and producing.

BUSINESS SCREEN VISITS CRAWLEYS

Business Screen of New York, the leading U.S. journal dealing with sponsored films, visited our studios last summer to see our work. We thought you might find interesting the enclosed reprint of an interview by Ott Coelln, Founder of Business Screen.

UNIQUE TRIBUTE

The National Film Theatre of Canada gives a unique tribute to Crawleys this month as they celebrate our 35th Anniversary with five evenings of Crawley films dating from 1939 to 1974. Interesting to see the films they selected -- theatrical features JANIS, THE LUCK OF GINGER COFFEY and AMANITA PESTILENS, plus CANADIAN POWER, THE LOON'S NECKLACE, PORTAGE, CANADIAN LANDSCAPE, NEWFOUNDLAND SCENE, BEAVER DAM, LEGEND OF THE RAVEN, MOTION, TODAY'S FIREFIGHTER and two TV shows -- THE ANNANACKS and one of the "RCMP"series.

JANIS IS COMING!

Early in the New Year theatres will be playing "JANIS", the full length feature on Janis Joplin. Don't miss it. Produced by Crawley Films and distributed by Universal, it was premiered in San Francisco where it broke the house record and where THE EXAMINER wrote, "I doubt that anyone would not love this film. It is the best paced, best produced and edited and certainly the most thoroughly fascinating and entertaining film documentary ever made of a rock music personality."

TAKE FIVE

Ever wonder why on any agenda NEW BUSINESS is the last item? . . . People will believe almost anything you say if you whisper it and don't have bad breath . . . Talk about honest advertising. We saw a sign on an antique shop in Vermont: "Come in and buy what your grandmother threw away" . . . And there's a new deodorant that promises protection around the clock — it works too — how often do you run into a smelly clock? . . . Think about this: Things are more like they are right now than they've ever been . . . And the future is not what it used to be . . . But the best manure is still the farmer's boots . . . There's nothing like a little experience to upset a theory . . . We have clients who agree with Sam Goldwyn's, "I want a film that begins with an earthquake and works up to a climax from there" . . . These days money may not buy happiness but it sure puts your creditors in a better frame of mind . . . Note for Ottawa — the more civilized the people, the less government they require . . . And our Government is worrying about the increase in the prime rate, both on loans and beef — while statistics show that the best time to buy anything is 20 years ago . . . To me old age is always ten years older than I am . . . And perhaps you can help me with this problem. I've read several articles recently that say that with today's liberation, women now fool-around as much as men. What I'd like you to tell me is if women didn't fool-around before, who did the men fool-around with? . . . And a final note as football leaves the screen — in the C.F.L. if a team is doing badly they change coaches -- in the W.F.L. they change cities!

Sincerely,

Graeme Fraser

Graeme Fraser,
Vice President.

And to all Crawley clients and Crawley friends (often they're the same) our truly sincere wishes for a happy and relaxing Christmas season. Wouldn't this be a great world if instead of "living each day as if it were your last", we all treated all the people we meet each day as though it were their last day on earth?

H/105/5

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April seventh, 1975

THERE WERE MORE IN '74

Crawley Films' 1974 End of Year Report shows the completion of 40 custom productions plus two 90-minute theatrical motion pictures, JANIS and THE MAN WHO SKIED DOWN EVEREST. JANIS, presently being released across Canada and in the United States by Universal Pictures, has already broken two opening day box office records and is having runs of 15 weeks long.

Among the custom productions are major films for Industrial Acceptance Corporation, Atomic Energy of Canada, Hudson's Bay Company, United Auto Workers, Steinberg's, Shoe Bureau of Canada, Ontario Hospital Association, Secretary of State as well as a 13-film series for St. John Ambulance, two films for the Department of External Affairs, four films for CUSO and three films for Information Canada. Also produced were public service spots for Quebec Hydro, Newfoundland Telephone Company, the Canada Nature Federation and slide-sound presentations for the Department of Energy, Mines and Resources and the Ottawa Board of Education.

Crawley/M-H Video's 1974 was a successful one with the completion of 21 videotape productions and various films and slide-sound presentations for Bell Canada, the Canada Post Office, the Department of Environment, Medical Post, the Public Service Commission, the Department of Manpower and Immigration and Shell Canada plus a video training seminar for Sun Life.

Graphic Films Laboratory also had a very busy year of processing and printing for sponsors, producers and the three TV networks. Dennis Waugh and Frank Egan have just returned from a course given by the Rochester Institute of Technology on the latest developments in control techniques.

CASE HISTORY NO. 2314 OF ANOTHER SUCCESSFUL MOVIE

Avid readers of this newsletter will remember the saga of our PICTURE CANADA produced for Kodak Canada -- the only modern travel film which shows all ten Provinces in all four seasons. After only two years of distribtuion by Kodak, the Canadian Government Office of Tourism, the Travel Industry Association of Canada, Air Canada, CP Air, etc., there are already 434 prints out across Canada and around the world in English, French, German, Spanish and Japanese. It has been predicted that before it is through this may well be the most-seen tourism film ever produced in Canada.

HUDSON'S BAY COMPANY

Mr. Jim Turpie
Crawley Films Limited

Dear Mr. Turpie:

Your film on the new Hudson's Bay Company store at Bloor/Yonge was shown to some of our directors at the last board meeting. Their unanimous opinion was that you have done an excellent job. If it doesn't win the official Academy Award, it certainly won an unofficial one in our estimation.

Many thanks.

Yours sincerely,

D. S. McGIVERN,
PRESIDENT.

SOME RECORDS OF CANADIANS TO SHOOT AT

In 1947, the town of Snag, in the Yukon, registered the lowest temperature in North American history, -81 degrees . . . Billy Bishop shot down 72 aircraft . . . MacKenzie King was in office longer than the head of any other Western nation . . . A Canadian, Bonar Law, became British Prime Minister . . . In 1950 someone caught the world record bluefin tuna (977 pounds) at St. Ann's Bay, Nova Scotia . . . Five years later someone caught a 215 pound sturgeon in Lake of the Woods, Ontario . . . Pierre Joubert of Quebec lived for 113 years -- the longest life ever fully authenticated anywhere in the world . . . "Sailor Joe" Simmons of Toronto had 4,831 tattoos . . . And Arthur Thompson of Victoria, British Columbia, in 1966 shot 18 holes of golf in one stroke less than his age. He was 96 at the time. (These items culled from a calendar put out by the Canadian Embassy in Washington).

TAKE FIVE

If it's true that you can't take it with you, how come everyone is so all-fired anxious to make sure you don't? . . . If our standard of living gets any higher, most of us won't be able to afford it . . . Food prices are so high my wife met a lady coming out of the A & P with a full shopping cart and John Wayne was riding shotgun . . . There are several ways to apportion the family income -- all of them unsatisfactory . . . People in bars are drinking to forget the prices of what they're drinking . . . One night we were at a rather expensive restaurant and at the next table was a 17 year old girl with a 19 year old boy. As he studied the check nervously, she asked "You seem ill. Is it something I ate?" . . . These days no guy thinks of getting married on $100 a week -- the girl has to be making at least double that . . . The only thing that gives your more for your money today is a weighing machine . . . All the economists I know keep prophesying economic doom -- if they know so much how come they aren't poor? . . . And because of that strike at the Mint one fellow told me that pennies are so scarce, the other day he had to put a fuse in his fuse box . . . And even the Government may be in trouble -- a friend just got a tax refund cheque with the note, "Please don't deposit until Tuesday" . . . But that's the way it is. Youth looks forward, old age looks backward and middle age just looks worried . . . One of the best articles on custom motion pictures appeared recently in the Financial Post -- copy enclosed in case you missed it. After you read it, please think: Should we now discuss a new film or video or A/V program for you?

Cordially,

Graeme Fraser

Graeme Fraser,
Vice-President.

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commentary

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August, 1975

CHALLENGE TO THE READER

A few years ago we produced a half-hour film called ABITIBI for Abitibi Paper. One of my favourite corporate films. Just been looking over the distribution figures on it from Modern. It's now been shown free on television 1106 times. To a TV audience totalling 36,855,000. In addition, schools and community groups have shown it live at 6,686 group screenings. To another 294,085 people. And it's still going strong!

Cost of the program is of course down to a fraction of a cent a head - a fraction of a cent for each person who has paid attention to the Abitibi story for half an hour. And received that story with the combined impact of Picture, Motion, Colour, Sound and Drama. A very powerful package. For the amount of information conveyed, in relation to its cost, I challenge you to put it up against any other medium you are using or can think of!

WHAT'S NEW AROUND YOUR FAVOURITE PRODUCERS?

I've been away at conferences and busy, and I've been neglecting "Crawley Commentary". Sorry about that. So let me give you a quick run-down on Life and Times at Crawleys. Interesting to see the variety of our recent work - films for sales promotion, public relations, employee motivation, education, corporate imagery, training, recruiting, fund raising, community involvement.

We are intrigued to be at work for four very large U.S. corporations. For EXXON of New York, just delivering their new global film, EVIDENCE OF PROGRESS, on the Environment. For CALTEX of New York, just finishing their half hour picture, INDONESIA - THE CHANGING FACE. For Xerox of Stamford, Connecticut, we are shooting a film on Security. And working for Massey-Ferguson in Des Moines.

A number of new films I'd like you to see. A STORE IS BORN, for the Bay, perhaps North America's first film on designing, building, stocking and staffing a great department store. THE WORKS, which shows just what is being accomplished from coast to coast these days by Public Works Canada. THIS NUCLEAR AGE for Atomic Energy of Canada. An amusing animated cartoon for I.A.C. called CREDIT - MAN'S CONFIDENCE IN MAN. EATON'S brings you up to date at the T. Eaton Co. CHALLENGE OF CHANGE demonstrates the achievements and the problems of the friendly folk at Bell Canada. THE MAKING OF A MAGAZINE for Reader's Digest shows you how it is put out. SOME HOLIDAY for Carling O'Keefe tells you all about the United Auto Workers.

In the travel field there's TOURISM BEHIND THE SCENES, for the Canadian Office of Tourism which demonstrates the vital importance of travel, while EVERYBODY'S BUSINESS shows the contribution made by the Travel Industry Association of

Canada. A new film, OTTAWA, for Ontario Tourism, shows you why so many tourists visit the National Capital, while for the same sponsor we are now shooting a boating film along the Rideau, 1000 Islands, Trent-Severn and Georgian Bay.

Sports is represented by WHAT MAKES THEM RUN, on the sport of Orienteering (a great way to stay fit!) which we shot in Sweden - it's sponsored by Health & Welfare Canada. Now producing THE SUMMER BEFORE, showing from B.C. to Newfoundland Canada's top athletes training for the Olympics - for the Olympic Organizing Committee and the Royal Bank. We're shooting a film in B.C. for Outboard Marine on Salmon Fishing.

In the health field there's our major FIRST AID Training Series for St. John Ambulance, THIS YEAR'S HERO for the Ontario Ministry of Health's alcoholism program and BACK ON OUR FEET for the Shoe Manufacturers Association of Canada, while in production is an important film on PREGNANCY AND CHILDBIRTH being shot in Halifax with Dalhousie U., with funding by the Hospital for Sick Children Foundation.

In the Safety field there was EVERYBODY'S JOB for The Ontario Hospital Association, and a film for the Ontario Ministry of Transport on Seat Belts will feature a free fall without a parachute!

We are at work for Imperial Oil, Rio Algom, Churchill Falls, the National Capital Commission, Canadian Salt, FENCO, Scarborough.

For External Affairs there are films for use in Canada's posts abroad on THE GEOGRAPHY OF CANADA and THE ARCHITECTURE OF CANADA. And our creditors will be glad to hear that at least we are learning how to make money - shooting the Olympic Coin Program at the Mint.

At the same time Crawley M/H Video has been turning out interesting information, training and PR productions for clients like Manpower & Immigration, Bell, Sun Life, Trans-Canada Telephone System, E. B. Eddy, Shell, Canadian Wood Council, External, Indian & Northern Affairs, Environment, Canadian Telecommunication Carriers Association and the Public Service Commission.

In the field of TV promos, you'll see recent work for V.O.N., Canadian Forestry Association, Ontario Tourism, M.T.R.C.A., Department of the Environment, plus people like George Reed and Russ Jackson speaking for the United Funds of Canada.

Why do so many corporations, associations and government departments select Crawleys as their producer? Well, apart from our experience (2400 motion pictures over 36 years) we are one of North America's very rare full-serviced organizations - with total creative production and post-production capability - scripts, direction, camera, editing, recording, mixing, animation, titles, processing, internegs and colour release prints - all under one roof and one Quality Control. Plus software for your video needs. Should we be discussing a program for you?

TAKE FIVE

Where else but in good old America can you watch a Bicentennial Minute sponsored by a Dutch oil company on a Japanese TV set? ... and did you even think? If it wasn't for Edison we'd all be watching TV by candlelight ... TV is a medium of entertainment which permits millions of people to listen to the same joke at the same time and remain lonely ... Obviously the government's campaign against inflation has not been effective - if they really want to bring prices down why don't they just ask the stock exchange how it's done? ... Revenue Canada Taxation - the world's most successful mail-order house ... Add to our list of endangered species - the taxpayer ... I have an idea for a great new political slogan. How does INFLATION WITH HONOUR grab you? ... Part of our problem is that our pay cheques are *minus* tax whereas our bills are *plus* ... but it's no trick to meet expenses - the toughest job is to avoid them ... and now the new fuel tax - another dime a gallon - more taxes later - talk of rationing - obviously Ottawa is going about the energy problem gas backwards ... but people will still gamble on anything - many are saving money now on the chance that it will be valuable one day ... A pipesmoker can be told by his intelligence, calmness, kindness and the hole in his necktie ... and sexual equality is creating all sorts of interesting problems - I know a girl who's pregnant and she isn't sure it's hers ... Overheard at the CPRS Conference: "You won't find him in WHO'S WHO IN CANADA, but WHO'S HE IN CANADA ... and that U.S. 55 m.p.h. speed limit - have you been in California lately? In California, 55 miles per hour is for changing tires! ... Said Rodney Dangerfield: "I get no respect. Not even during my operation. Just before the doctor put me to sleep I heard him tell the nurse, "I'll take all calls." ... Had a terrible thing happen at my doctor's office today - he gave me a physical examination, then put on rubber gloves to shake hands ... and finally I want to tell you about a fantastic dream. I dreamt I was living in the year 2067. Canada was celebrating its Bicentennial; Prime Minister Justin Trudeau was in his pool at his official residence in the National Capital of Calgary; Pierre Berton had shows on all 28 networks; the Dow Jones hit 5000; and the Academy Award went to Godfather XXXVIII! ... Now - will you do something for me? Will you please turn back and read the *rest* of this newsletter.

Cordially,

Graeme Fraser

Graeme Fraser
Vice-President

Crawley Commentary

Crawley Films, Ltd.
Edited by Graeme Fraser

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crawley

commentary

THE MILITARY COMMAND OF MARCH FORTH, 1980

"Hell!", screamed the Red Duchess and stripped to the buff
As she chairs your next year's convention --
I know you've some doubt what this poem is about
But at least I have got your attention.

It's a poem just for you, in Training or Sales,
Or Telling your Thing to the Nation,
For perhaps what you are may involve good P.R.
As Director of All Information.

All of you readers of this little letter
Have one big problem in common --
You've a story to tell, and you must tell it well --
And to this you will surely say, "Amen!"

So why not consider the use of a film
And cover the whole panorama?
"One picture is worth..." and it covers the earth
With sound and with colour and drama.

You can show it at home and show it abroad,
You can open new markets at will,
You can e'en use it for more esprit de corps;
It's essential, and never a frill.

For how else can you *show* what it is that you do
To every public and faction,
Show what you are to folks near and far
And show them your products in action?

Good movies move people to action for sure,
Build climates in which you can operate,
Right 'cross the land they will all understand
What you do, and they'll co-operate.

But now let us sing of the miniscule cost --
Your comptroller will cease all his cursin'
For so many see, that your film's almost free -
As low as a penny per person!

You screen for key people whenever you wish,
Such screenings can be quite selective,
An audience broad and an audience mod,
And that's why your film's so effective!

"Crawleys are creative", we hear people say --
I am sure you have heard it or read it --
So I don't need to speak of experience unique
2,500 films to our credit.

In 34 lands and in 21 tongues
We write and we shoot and we edit,
Over 40 years we've had from our peers
240 awards to our credit.

So 1980 is the year for you
To make your move, and make a movie;
So please, no more stalling -- it's Crawley calling
To show films that are bright and groovy.

From promos to features, any type of film,
Animation, multi-screen, laser --
We'll even agree to a tight guarantee
Of effectiveness. Yours,

TAKE FIVE

It was Dr. Johnson who wrote, "There are few ways a man can be more innocently employed than in getting money"...But it's income tax time again. That's when the government sends you those little booklets without any pictures...April 30th is when millions of Canadians have a rendezvous with debt...And April 30th is one of our great religious holidays -- believe me, there are no atheists in the waiting room of National Revenue -- that's the outfit that does live for bread alone!... Actually, I don't mind the government pumping money into the economy -- but they always seem to use my well!...Gross Income - that's a figure halfway between what your wife tells her friends and what your boss thinks you're worth...One thing I've learned about money matters -- it does...And finally, our quote of the month: Films are made by directors in their thirties for producers in their forties for distributors in their fifties for exhibitors in their sixties for teenagers.

Cordially,

Graeme Fraser

Graeme Fraser

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H/105/5

crawley commentary

Twenty-third of June 1980

NEW FILMS FROM YOUR PRODUCER

There are many new films coming out of the Crawley Studios. Some of them may be helpful in *your* program.

First of all, two big new unique series -

THE GREAT CANADIAN PICTURE SHOW - for Kodak Canada. Canada's first national tourism series, five quarter-hour films on the five regions of Canada.

SUMMER'S EDGE - Atlantic Provinces
BONJOUR QUEBEC - Quebec
ONTARIO SURPRISE - Ontario
BIG FRIENDLY - Manitoba/Saskatchewan
HIGH WIDE WEST - Alberta/B.C./Yukon/N.W.T.

The Canadian Government Office of Tourism has already purchased a total of 455 prints and this attractive new series is destined for the same kind of world-wide distribution achieved by our PICTURE CANADA, the half-hour national tourism film for Kodak which has already been seen by 115,000,000 in 2,200 telecasts and 20,000 key group audiences. From Kodak.

THERE'S NO PLACE LIKE HOME FOR HEALTH CARE

A series of 12 quarter-hour films in English or French on basic home health care designed to teach basic nursing skills to the general public as an alternative to hospitalization.

It's a package of multi-media materials to educate Canadians (in classes and on TV) on how to care for someone ill at home or returning from hospital. For each film there is a self-instructive text, a Community Action Kit and an Instructor's Guide. The series has just won a Rehabilitation Award from the International Medical Film Festival in San Francisco. ~~Available from our joint sponsors - St. John Ambulance and the Canadian Red Cross.~~

Other new films we're proud of these days -

TWO WAY WINDOW for the Ontario Medical Foundation shows our eyes as an extension of the brain and connected with other vitally important body systems. The trained physician uses our eyes as two-way windows to examine and diagnose many diseases not ordinarily discovered without surgery. The new half-hour film was premiered May 14th by the O.M.F. before a huge audience at the Ontario Science Centre and is available from Modern Talking Picture Service.

ENERGY IN CANADA - FEAST OR FAMINE - Energy authorities from the National Research Council (our client) explain energy use in Canada now and suggest our future options in the next twenty years.

DEVELOPING TOMORROW'S ENERGY for Rio Algom examines on-going efforts to find alternate energy sources and demonstrates that the technology for energy from urainum is already in place and ready until the new sources come on stream. 25 minutes. Modern Talking Picture Service.

THE FOOD CONNECTION - A half-hour film designed to show how Agriculture Canada contributes to the well-being of Canadians and the economic health of the country. Beginning on a winter's night at the Experimental Farm in Ottawa the film takes the viewer rapidly through a spring dawn on the prairies, high noon and high summer on farms, stockyards and food-processing plants to an autumn evening as huge trucks transport the making of 75 million meals a day across the land. Unusual behind-the-scenes glimpses of the food industry and a lively music score.

FIRE IN 1117 - If you live in, work or visit a high rise building - how to prevent fires and what to do if one occurs. A life-saving 14 minutes for the Dominion Fire Commissioner. From N.F.B. English or French.

SECURE YOUR CHILD'S FUTURE - For Transport Canada, another life-saving 14 minutes on seatbelts and children.

TO SENSE THE WONDER - For National Parks Canada, a look at the natural beauty of our national parks from coast to coast and the heritage we are preserving for future generations.

JAPAN - PACIFIC NEIGHBOUR - For the Government of Japan, a half-hour film on Japan today as seen through Canadian eyes. From the Japanese Embassy in Ottawa or from Modern Talking Picture Service. English or French.

ITEMS OF INTEREST TO SOMEONE

More than 75 colleges and universities across Canada give film and TV courses and they're listed in a 167-page guide published by the Canadian Film Institute, 75 Albert Street, Ottawa ... Yes, our lab here has a busy checking, repairing and cleaning service for 16mm prints - write for details ... cordial welcome to two new tenants in the Crawley Building - Terry Cochrane Productions and Downs-Nelson Public Affairs ... Our Graphic Film Laboratory tells me that because there is more silver in Black and White film, colour printing stock now costs less than B & W ... And always remember, a custom film by Crawleys is a Sight and Sound Investment!

TAKE FIVE

Greetings from the Executive Swamp. If our communications have been a little scattered it may have something to do with the increase in the alligator population ... Patient to psychiatrist: "My problem is that nobody listens to me", and the psychiatrist called out, "Next!" ... The Indians were here first because they had made reservations ... One item which received little attention was the Iranian demand that Canada cancel the Shaw Festival ... The sixth grade science class proved that sex doesn't exist - they put a bird and a bee in a cage and nothing happened ... You never know if things are good or bad - like having your daughter come in at four A.M., carrying a Gideon Bible ... Pity the man who sacrificed everything to help his son become a doctor. Then the son told him to quit smoking ... and let's finish with some Laws to go with the immortal Murphy's: Once you open a can of worms, the only way to recan them is to use a larger can. Every man has a scheme which will not work. The other line moves faster. If the facts do not conform to the theory, they must be discarded. And the first 90% of any task takes 10% of the time, while the last 10% takes the other 90%.

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President

H-105-5 c.2

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crawley commentary

September twenty-second 1980

CANADIAN FILM QUIZ - TEST YOUR FILM I.Q.

1. Name the only film company to be selected as producer by more than half of Canada's largest 100 companies - and all of the Top Twenty?
2. Name the only film company to have successfully produced more than 2500 motion pictures plus 1000 commercials, promos, slide shows, multi-screen, etc?
3. Name the only film company to have worked for 80 governments and agencies, including all ten provincial governments and most federal departments?
4. Name the only film company to have worked for 115 associations and institutions?
5. Name the only film company to have won 246 national and international awards from every continent?
6. Name the only film company to have its own colour laboratory?
7. Name the only film company to have sent crews to 36 countries?
8. Name the only film company to have made film versions in 23 languages?
9. Name the only film company to belong to the International Quorum of Motion Picture Producers, a network of close to 100 cooperative companies around the world?
10. Name the only film company to have won an Academy Award Oscar?

ROTARY INTERNATIONAL CHOOSES CRAWLEYS

One of our more interesting contracts has just been completed. FOUNDATION FOR PEACE for Rotary International in Chicago is designed to be shown to some 900,000 Rotarians in 151 countries. To show and tell the story of the huge Rotary Foundation our crews went out to four continents and seven countries - in France, Italy, New Zealand, the Philippines, Africa, California, Canada.

Language versions of the 20-minute film had to be produced in English, French, Spanish, Portuguese, German, Italian, Swedish and Japanese. A fascinating and a most constructive international program.

An interesting twist is that the producer of the film was our Production Head Paul Harris (a 30-year veteran at Crawleys) who bears the same name as the revered and famous founder of Rotary, so as the credit titles roll around the world there will be many bemused Rotarians!

CONFERENCES, CONFERENCES

The annual conference of the Tourism Industry Association of Canada screened our BONJOUR QUEBEC, one of the five films in Canada's first national tourism series. Produced for Kodak, these films on the five regions of Canada are being used by all elements of the tourism industry. They also screened our new film for the Canadian Government Office of Tourism. REACH OUT A FRIENDLY HAND shows the importance of tourism to Canadians, encourages them to make visitors very welcome, and has already been seen on TV and at community showings to over 2,000,000 Canadians.

At the annual conference of the International Quorum of Motion Picture Producers (close to 100 production companies around the world and Crawleys is the Canadian member to the great joy of our international clients) we put on the session on Marketing, screened some of our international films and learned a great deal more about production and distribution and the many new formats available.

ANSWERS TO CANADIAN FILM QUIZ

No.'s 1 to 10 - Crawley Films. Score 10 points for each correct answer. If you score 50 or higher you qualify to become a Crawley Client. Congratulations! The right film can be a real communications breakthrough for *your* organization. Call or write me for your prize today.

With film, videotape, video discs, satellite communications, cable TV, laser transmission and many other developments, information processing will be the number one industry in the 80's.

Because 16mm sound is standard (unlike the many tape and disc formats) and because of the more than 2,000,000 projectors in the U.S. alone, the use of film in communications will continue to grow. After all, 24 images per second with sound is an absolutely incredible way to communicate ideas!

F.R. (BUDGE) CRAWLEY - OUR FOUNDER AND PRESIDENT

We are all proud that Budge has been appointed an Officer of the Order of Canada. Combined with his recent Doctorate and his Oscar, his cup overfloweth.

OUR "MOST PURCHASED" FILMS

Libraries and educational institutions across Canada have asked us for a list of our most popular films and we've put together a listing of the 30 which have been most purchased by libraries, along with preview sources and print prices. They are available at lab prices, so if you are purchasing prints ask us for a copy.

WHAT! NOT MORE CRAWLEY AWARDS!

Yes, BONJOUR QUEBEC for Kodak won the Canuck Award of the Tourism Industry Association of Canada, THERE'S NO PLACE LIKE HOME FOR HEALTH CARE (the 12-film series for St. John Ambulance and Red Cross) won a Rehabilitation Award at the Medical Film Festival in San Francisco, OBJECTIF CANADA (Kodak) at the International Tourism Film Festival in Morocco and HE ACTS HIS AGE (Health and Welfare) at the International Festival of Educational Films in Lebanon. This brings us to a total of 246 national and international awards which may be a unique record for any film company.

LIKE TO PLAY WITH WORDS?

What is a punster? Anyone - from a puny punniless punsioner, to a puntificating pundit from the Puntagon, to an inmate of a punative punitentiary - for if he has a punchent for humour and a pungent wit he can punitrate any serious conversation and create impunderable pundemonium! ... Some words can be palindromes (reads the same backwards). In one word, REDIVIDER and RELEVELER. The classic of course is Napoleon's ABLE WAS I ERE I SAW ELBA. One I like is DIAPER, SIDES REVERSED, IS REPAID. And the only palindromatic song title is that Golden Oldie, "T 4 2 & 2 4 T". ...And anagrams (same letters re-arranged). PIERRE TRUDEAU -- UP A RETIRED RUE. PETER LOUGHEED - UP THE GREED. OLE! ROBERT L. STANFIELD -- FIND STROLLER BEAT. SENATOR KEITH DAVEY -- A TORY HEATED KNIVES ... When you see IMPROVED on a package, ever wonder what was wrong with the last one you bought? ... The driver of the second car back is always the first to see the light turn green. ...Governments are as self-centred as people ... The most effective diet is to give up everything you enjoy ... If you think Big Government can solve your problems, talk to a Canadian Indian ... There is very little future in being right when your boss is wrong ... and drive carefully - your car isn't the only thing that can be recalled by its maker!

Cordially yours,

Graeme Fraser

Graeme Fraser,
Vice-President

601/A/282/2

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crawley commentary

November sixteenth 1980

THANKS FOR THE MEMORY

This is a very personal Commentary because it is my last. After 35 years with Crawleys I "semi-retire" next month. The first Crawley Commentary was written by me in May 1947, so I've been sending them out for 33 years!

One of the great pleasures has been the many friends made through it. Don't ever remember sending out an issue of this simple little newsletter which did not bring responses. Your letters and calls and comments will be remembered by me long after you've forgotten them. And many of you read more than the one-liners for you sent us a lot of business as I hope you will continue to do.

It's been a privilege to work closely with the many talented film-makers here. Budge and Judy Crawley who started it all, and the many producers and directors and cameramen and sound people and animators and lab technicians and admin staff and some wonderful secretaries who helped to program me.

Over the years I've been very grateful to so many associations of which I've been a part. For your help and training and cooperation and support I thank the staff and members of them all.

I've been a most fortunate man to have been so long in work I've enjoyed so much. While we've turned out theatrical features like THE ROWDYMAN, LUCK OF GINGER COFFEY, JANIS and the Oscar-winning THE MAN WHO SKIED DOWN EVEREST, my own interest has been with 2500 custom motion pictures we've made for corporations, associations, institutions and governments.

It's been great to work closely with so many clients across Canada and abroad - Presidents, Executive Directors, PR Directors, Marketing VP's, Deputy Ministers, Training Directors, Information people - a real cross-section of business, industry, government and associations - the Canadian Establishment. And many of these clients have become good friends.

It's been a most satisfying career, for I've seen these constructive films help to solve some pretty important problems. I've seen these films save human lives, raise many millions for worthy causes, train people in many occupations, move goods and services to market, educate at all four levels, increase exports, move people to travel, promote health, create whole new concepts and a new understanding and appreciation for many organizations. Who can ask for more? "Nothing you have ever done in the past will be good enough again". I think that's been the key to success over the years.

June and I will leave next month for Florida until March when we return to some consulting and working with Crawley clients, and of course if now or ever I can be helpful to you in any way just let me know.

It's a nostalgic feeling to semi-retire from a job you've had for 3½ decades but I feel I'm as prepared as possible. And so I write 30 to Crawley Commentary and thank you all for your response yes and your business - over all the years. When someone else decides to carry it on please can I be added to the mailing list. And perhaps you could drop me a line?

THE FLEXIBILITY OF FILM

Some of our 16mm films have been reduced to Super-8, blown up to 35mm, transferred to videotape, versioned into English, French, Inuit, Spanish, German, Italian, Portuguese, Turkish, Swedish, Japanese, Mandarin, Russian, Arabic, Hebrew, Hungarian, Czech, Dogrib, Swahili, Bengaly, Sesotho, Botswana.

They've been used in 150 countries - in classrooms, annual meetings, conventions, world expositions, theatres, trade centres, staff meetings, scientific meetings, countless key community organizations, and by trade missions and by TV networks and stations around the world. Now our sponsored films are being broadcast by Modern's Satellite Network to 350 U.S. cable systems reaching millions of homes. And soon our films will be out on video disc.

No wonder that today's definition of a Motion Picture is "a uniformly-paced display of content-related still images, which the eye-brain visual perception system integrates into a continuous moving image - a motion picture". No longer is a movie just related to the medium on which the images are captured.

WHAT TV STATIONS WANT FROM SPONSORED FILMS

A survey of Canadian TV stations by Modern Talking Picture Service reveals most stations seeking free films. They prefer Travel, Consumer, Science, Sports, Public Service. In public service programming they look for Environment, Economy, Youth and Arts. "Canadian Content" is either essential or greatly preferred. 16mm preferred over video tapes. Half also want public service announcements. As for preferred lengths - half-hour was 61%, short fillers 56% and quarter-hour 46%, while 75% said they can also use odd lengths - 5, 10, 18, 22, etc.

Our new film, DEVELOPING TOMORROW'S ENERGY for Rio Algom, was screened 62 times at the recent Energy Lifestyle show in Toronto and questionaires distributed. Conclusions were that 20-25 minutes is the most acceptable length for a documentary while 74% agreed with the film's premise that "nuclear energy is proven, in place and a major continuing source of energy for the foreseeable future until other technologies are developed".

SPONSOR OPENS OWN THEATRE

The Canadian Hostelling Association opened their own theatre at the University of Ottawa and attracted 10,000 people to see their new Crawley film, A DIFFERENT ADVENTURE. It's already been featured on Television and at international conferences while other organizations have purchased 15 prints giving extra distribution at no cost to the client.

TAKE FIVE

Crawley Commentary and Readers Digest have this year had a combined circulation of 30,297,550... The best client a lawyer ever had is a scared millionaire...And the new electric car from Chrysler that can go anywhere in the country - all you need is a 3,000-mile extension cord...Saw a courteous teenager on the bus last week - he not only gave a little old lady his seat, he even offered her his hair spray...My favourite conservation note - why don't they just take some ordinary cranes and teach them how to whoop?...What this country needs is a completely new approach to our economic problems which has stood the test of time...Guess you've heard about the new office machine that does the work of three postal workers - goes to the washroom 26 times, makes 48 personal phone calls, files five grievances and takes up a collection...Why can't we slow down inflation by putting the P.O. in charge of it?...Inflation is ridiculous. A friend of ours inherited $100,000. He blew $5,000 on the horses, $10,000 at Las Vegas, $15,000 on booze - and the rest he spent foolishly. Bought C.S.B.'s...Banks should be forced to post signs: SAVING MAY BE HAZARDOUS TO YOUR WEALTH...Didn't realize how hung up the Government was for money until Revenue Canada started selling gift certificates...a million Canadians are not working and that doesn't even include those with jobs...and as for the Constitution, did it ever occur to you that we might be better off if known as the Ten Colonies?...Have you yet realized we are the last generation that will be six feet under - the next ones will be using Metric...And don't knock retirement - ever hear of Strip Shuffleboard?

My warmest wishes to you all.

Faithfully yours,

Graeme Fraser

Graeme Fraser,
Vice-President

H-105-5 c.2

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crawley commentary

Winter, 1983

STATE OF THE UNION

Now that I'm virtually retired, it is most interesting to look objectively at Crawleys under the new leadership of President Bill Stevens.

Atkinson Film-Arts, the big animation house, has been moved into the renovated Crawley building and smoothly combined so that Crawleys now offers both live action and animation on film or tape with their own recording suites, music, stock shot library, processing and printing lab -- all visual communications under one roof and one Quality Control.

It's a busy place with three films for National Defence, two for Environment Canada, two for Correctional Services and work for old and new clients like Rio Algom, Telesat Canada, Steinbergs, Atomic Energy, Public Works, Sydney Development Corporation, K-Tel, C.I.D.C., Kenner Toys (Cincinnati), General Mills Toy Group and Grey Advertising, both of New York, and the Trade Facilitation Office Canada.

So when you have a need for effective communications with your publics, do what others do -- CALL CRAWLEYS.

HOW'S YOUR I.Q.?

I.Q. is the appropriate short name for the International Quorum of Film and Video Producers. Founded in 1966 and headquartered in Washington, I.Q. is the only world-wide association of quality audio visual professionals. For my sins, I was the first International President.

For 17 years, the member companies around the world have provided us with every type of production service, thus saving many thousands of dollars for our international clients.

I.Q. has helped us to become international producers and we have filmed in 34 countries to date. Perhaps more interesting, seven times have our crews travelled to four continents to produce one international film -- for clients like Alcan, Northern Telecom, Volkswagen, EXXON of New York, Rotary International in Chicago.

Proof that Crawleys is on the leading edge of A/V technology, they are one of four world producers on I.Q.'s Videodisc Committee to develop an extensive range of Videodisc products.

NO SUBSTITUTE FOR...

It was Henry James who wisely wrote that "Experience is never limited and it is never complete".

Crawley experience goes way back to the founding in 1939 by Budge and Judy Crawley.

.../2

Over those 44 years we have produced more than 3500 shows -- films, A/Vs and videotapes -- for hundreds of clients in every part of Canada and around the world. We've been selected as producers by all of Canada's largest corporations and many smaller ones, by 115 associations and institutes, by most federal government departments, all ten provincial governments, plus the governments of the Unites States, Japan and others.

No other film company in North America has this record of experience, but it is never complete and the Crawley team of experienced professionals continues to research new technology and innovative ways to dramatically and memorably show and tell our clients' stories.

Typical are the 26 weekly Management Training Seminars where 30-year veterans share experience with bright newcomers in the areas of planning, organizing, staffing, directing and controlling.

As Canada (and the world) slowly moves into a more healthy economic climate, the management team is being prepared for dynamic growth when enormous opportunities will arise in both industrial and entertainment film production. The aim is a healthy mix of experience and initiative, a blend of creativity and sound business practice.

WHAT! NOT MORE AWARDS?

Yes! ACID RAIN : REQUIEM OR RECOVERY, produced for the Department of the Environment (and one of the three famous Canadian films banned for a time by the U.S. Department of Justice) nevertheless won the Blue Ribbon of the American Film Festival, the Grand Award of the American Association of Foresters, the Gold Plaque at the 1983 Intercom Film/Video Contest of Chicago and Merit Awards from Audubon International, the Educational Water Film Festival and the 1983 Cindy Competition.

GREENWING, for Ducks Unlimited of Chicago, took the Gold Award at the International Film and TV Festival of New York, the Teddy Award of the U.S. Outdoors/Travel Film Competition plus an award from the International Wildlife Foundation.

Would you believe that this brings our total of national and international awards to a unique 257!

FILM OR TAPE?

It's a question we get many times as clients discuss a new show with us -- large or small -- and ask for our recommendations.

We've worked with all five tape formats and for some requirements -- like a panel show which will be shown on small screens -- tape is logical and we are staying close to the new advancements.

But for many uses, 16mm and 35mm film are universal, with tried and true distribution methods, better portability for location shoots, better transfer quality, and less light required with new high speed Kodak colour stocks. Film has the big screen capability and translates well onto tape for special purposes.

We don't think of film versus tape, we just recommend objectively the most appropriate and effective medium for the requirements given by the client.

.../3

HISTORICAL NOTES compiled by S. Verdier

In 1966, Vincent Vaitiekunas was wooed away from directing and editing such notable CBC TV series as THIS HOUR HAS SEVEN DAYS and THE WHITEOAKS OF JALNA to produce sponsored films for Crawleys. Vincent tells stories of his adventures while on location for us and in particular, during the filming of MULTIPLICITY, an award winning corporate image film for Canadian Pacific.

Just imagine the sights from an open-air platform attached to the front of a diesel engine running full tilt across the Prairies... That's where Vince and director of photography Bob Ennis were balanced during the shoot! The footage was so spectacular that the BBC showed MULTIPLICITY for a full year (every morning before regular programming) on the strength of our superb camera work and colour quality.

Vincent is currently a Professor of Film Studies at York University where he has supervised production of more than 100 student films. Crawleys' President, Bill Stevens, remembers Vincent's teaching methods well... During Bill's early apprenticeship at Crawleys, Vince would levy a fine of 5¢ every time the Moviola was laced up incorrectly by his "student".

As if dozens of film credits are not enough, Vincent Vaitiekunas has recently added a coveted OCUFA teaching award to his accomplishments.

TAKE FIVE

Some daffynitions for you to ponder:

Program: In favour of metric
Sherbet: A wager you are sure to win
Octopus: An eight sided cat
Roughage: How old you are now
Archaic: We can't have it and eat it too
Neuritis: First time novelists
Piles: A terminal illness
Dragon: What dull meetings do
Kindred: Horror of relatives
Gruesome: What kids did since you last saw them
Expectorate: Hope to place well
Incongruous: Where U.S. laws are made
Buccaneer: Current price of corn

Cordially yours,

Graeme Fraser

GRAEME FRASER
Consultant